



**CHETOCHINE**  
Consulting Group

# Optimizing Sales to Pharmacies using the High Impact Method

## Target Audience

- Pharmaceutical Representatives

## You Will Learn

- How to define a SMART visit goal
- How to structure the plan for the visit taking into consideration client information, and the priorities of the product portfolio
- How to obtain useful client information with regard to the strategy of order taking, and the sale of solutions with added value
- How to present compelling arguments which target the pharmacy's needs
- How to handle commercial objections
- How to negotiate the order with a service of added value
- How to anticipate the objectives of the next visit



## Training Methodology

- Two days of instructions with:
  - Technical support
  - Simulations with pharmacy case studies
  - Role playing with targeted pharmacists
  - Follow up evaluation for the managers