



High Impact Communication

Blended learning program for pharmacy representatives



In the current climate just speaking to customers is not enough. To be successful, you need to be able to effectively communicate with them.

This complete program provides the necessary skills and tools to any sales which is looking to take their communication skills to the next level and increase their sales.

Who is this course for?

- Pharmacy representatives

What will you learn?

- The importance of effective communication in the call
- A structured sales process that will lead to more sales
- How to handle objections and turn them into sales

The complete package:

- This extensive package uses the latest blended learning techniques which are more effective in delivering behavioural change and insight
- In a structured fashion, it takes participants through a complete program which provides them with the confidence and the capabilities needed to move from talking at customers to communicating with them
- Provides high impact communication with minimum time out of the field

High Impact Communication* & Change Management Program	Method
Pre evaluation	online
Simfact detailing Medical Visit – phase 1	online
Call structure & preparation	online
Opening	online
Selling benefits	online
Useful questions	online
Handling objections	online
Negotiation	online
Simfact detailing Medical Visit – phase 2	online
Practical Simulation Workshops	in-class
Review	online
Post evaluation	online

Cloud-based learning solutions

Our **COCKPIT** (Key Performance Indicators) allows you to:

- Track, benchmark and export your team's results
- Check if everyone has understood – be their coach!
- Identify talent and increase performance

Blended learning and simulations

- A combination of online and classroom based modules make up a **blended learning program**
- The hardest part of any learning process is to change ones mindset to not only retain, but also accept and apply new knowledge. **Simulations do that best.** They are based on sophisticated algorithms and industry data which create realistic case studies in risk free learning environments