Hone Those Skills

So much of drug reps' training focuses on product information, indications, dosage and other hard data that frequently the softer side of selling — skills training — gets lost in the shuffle. That's where Richardson, a leading sales training and consulting firm, comes in with a new Web-based training program called Pharmaceutical Sales: The Five-Minute Dialogue.

Consisting of six 20-minute courses designed to prepare pharmaceutical reps to build the skills needed to question, listen, position, close and drive sales revenues, the program covers such topics as:

- Effective openings
- Identifying physician needs
- Positioning value
- Resolving challenging objections
- Closing/maintaining momentum
- Pre-call planning

In addition to providing highly targeted and actionable information, the program also takes full advantage of the latest technology to deliver high-impact simulations featuring real-life challenges. The simulations conclude with intensive coaching and feedback designed to help reps develop skills that will improve their performance.

For more information, visit www.richardson.com.