

Seriously Fun™ Sound Bites

Learning Objectives

Selling Series

Selling with Style

By the end of this workshop, the participants will be able to:

- Identify their Social Style
- List the strengths and weaknesses of their style
- Using a Skill Guide Card, identify the Social Style of challenging physician customers
- Explain the concept of Versatility and how to apply this concept in the field

Presenting the Evidence...Quickly

By the end of this workshop, the participants will be able to:

- List the skills needed by sales “consultants” versus sales representatives
- Identify the key clinical patient challenges their customers are facing
- Use a five step process to present clinical papers in a short call
 - Open with a clinical challenge
 - Set up the credibility of the paper
 - Focus on the most compelling data
 - Ask *thought provoking* questions to engage/encourage thinking
 - Close the discussion

Clinical Papers – The Great Debate

By the end of this workshop, the participants will be able to:

- Communicate to customers the clinically relevant, evidence-based content of a currently promoted clinical paper linking in key selling messages
- Debate the relative merits of a currently promoted clinical paper compared to a competitor’s paper
- Counter claims made by the competition regarding the merits of their study

Selling to Needs – Bringing Value

By the end of this workshop, the participants will be able to:

- Identify and self assess “consultative” versus “selling” skills
- Identify key physician and patient issues that drive prescribing habits
- Use consultative questions to help physicians solve their clinical problems

Getting to the “Real” Objection

By the end of this workshop, the participants will be able to:

- Self assess listening skills and identify common listening mistakes representatives make
- Identify assumptions representatives make that could be preventing them from getting at physician’s real concerns
- Confidently ask a limited number of focused questions to efficiently clarify objections
- Ask questions to provoke thought and challenge physician indifference

Briefing Speakers: Planning for Success

By the end of this workshop, the participants will be able to:

- State the key needs of physicians as learners
- Set strategic business objectives for their CHE programs
- Gather/utilize learning needs of the audience to create an effective learning program and to increase attendance
- Communicate program learning needs to the speaker

Process for Briefing Speakers

By the end of this workshop, the participants will be able to:

- Use a five-step process to prepare their speaker and discuss their mutual expectations for the program outcomes
- Manage selected “what if” scenarios that could arise

Briefing Speakers: Selecting and Developing the Best

By the end of this workshop, the participants will be able to:

- Identify key characteristics of effective speakers for didactic and case-based learning sessions
- Develop questions to screen speakers to ensure they are a good fit for the audience and business
- Provide feedback to speakers after the session
- Manage a variety of “what if” situations that can occur

Other possible “add-on” topics for Briefing Speakers

- Introducing and thanking speakers
- Managing the program’s logistics – before, during and after

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Communication Skills

Capitalizing on Lunch and Learn Opportunities - Planning

By the end of this workshop, the participants will be able to:

- Manage the logistics of a Lunch and Learn
- Generate better attendance
- Create SMART business objectives to increase sales

Capitalizing on Lunch & Learn Opportunities – Executing 1

By the end of this workshop, the participants will be able to:

- Open the Lunch and Learn in a dynamic manner to grab the audience's attention
- Effective use of visuals -- DVD/CD Rom, PowerPoint, handouts, visual aids
- Ask for a commitment
- Follow-up to increase the long-term impact of the program

Capitalizing on Lunch & Learn Opportunities - Executing II

By the end of this workshop, the participants will be able to:

- Use a variety of techniques to keep the audience engaged throughout the session
- Deal with participant challenges that can arise during a Lunch & Learn

Interactive Presentations -- Planning

By the end of this workshop, the participants will be able to:

- Use a four step process for preparing a presentation
 - Setting objectives
 - Planning the Introduction
 - Planning the Body/Visuals
 - Planning the Conclusion

Interactive Presentations – Execution

By the end of this workshop, the participants will be able to:

- Create dynamic openers and compelling conclusions
- Effective use of visuals (PowerPoint, flipcharts, handouts, detail aids)
- Use interactive techniques to engage the audience

Active Listening

By the end of this workshop, the participants will be able to:

- Deal with barriers to listening; watch and listen for verbal and non verbal cues, identify the impact of perception on one's ability to listen
- Deal with challenging listening situations
- Paraphrase, clarify, probe and practice

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Relationship Building

Leveraging Relationships – Connect/Communicate

By the end of this workshop, the participants will be able to:

- Connect with customers to build relationships
- List the common mistakes representatives make that irritate physicians
- Use new strategies to increase trust and manage difficult situations such as when a physician is abrupt/rude, has a bad experience with their product, is non-communicative, is a “know it all”, or requests excessive samples

Leveraging Relationships – Communicate/Catalyst for Change

By the end of this workshop, the participants will be able to:

- Identify essential information they need to communicate to customers, and be prepared to seize the opportunity to communicate these messages within a limited time
- Apply new solutions to relationship dilemmas, such as customers who are friendly but don't write their product or are indifferent
- Move hesitant customers into their comfort zone so they have the confidence to prescribe their product

Leading without Authority – Foundational Principles

By the end of this workshop, the participants will be able to:

- Strengthen relationships and building trust with people they are trying to influence
- Identify the qualities of a leader and the fundamental facts about people that affect how to influence them

Leading without Authority – Clarifying/Questioning/Value Exchanges

By the end of this workshop, the participants will be able to:

- Clarify goals and the benefits for themselves and the people or group they want to influence
- Ask questions to secure information, and uncover and deal with concerns and identify the “valued exchanges” that you can use to influence the person or group

Leading without Authority – Application

By the end of this workshop, the participants will be able to:

- Influence upwards (managers, head office contacts)
- Apply the Influencing Model to customize case scenarios

Selling in a Multicultural Environment - Introduction

By the end of this workshop, the participants will be able to:

- Define cultural terms: culture, cultural values, stereotypes, generalizations, and attribution
- Identify their own cultural bias and cultural knowledge gaps so that they can become “students” of their customers’ cultures
- Communicate verbally and non-verbally to avoid misunderstanding, and build rapport

Selling in a Multicultural Environment - Application

By the end of this workshop, the participants will be able to:

- Identify their own work and thought patterns so they can relate them to other cultures
- Apply the Platinum Rule to customers from different cultures

Prescription for Success -- Connecting

By the end of this workshop, the participants will be able to:

- Make a winning first impression that opens the doors to strong relationships
- Use three key strategies for creating rapport that builds relationships
- Approach people and introduce themselves and others
- Feel comfortable making conversation in any business setting

Prescription for Success – Projecting the Right Image

By the end of this workshop, the participants will be able to:

- Project a professional business image by choosing the right clothing and accessories
- Host or attend a business meal with confidence; avoid the five major dining faux pas

Prescription for Success – Communicating

By the end of this workshop, the participants will be able to:

- Use their voice to project power and confidence
- Use six telephone techniques that enhance communication
- Avoid the five biggest e-mail errors that hinder communication

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Other Possible Seriously Fun™ Sound Bite Topics

- Time Management -- Work/Life Balance
- Conducting/Facilitating Meetings
- Territory Management (how to strategically work a large geographical territory)
- Competitive Intelligence
- Working Conventions/Exhibits