



Presented by
Management Forum

Consultative Selling for Pharma Professionals

13-14 May 2024
+ 17-18 September 2024

In this two-day, selling for pharma professionals training course, Robert Hersowitz leads participants through a four step process guaranteed to foster influence and encourage commitment from clients.



Format:
Live online



CPD:
12 hours for your records



Certificate of completion

Overview

Organisations need to work harder than ever to compete for business. The sales team needs to evolve with sales executives acting as advisers, catalysts, change agents and informal leaders.

It's about exerting influence appropriately to inspire confidence and achieve a level of integrity and trust with clients.

To get to this point, sales team members need to learn how to help their clients to identify new solutions and discover new methodologies that will help them meet their practice and patient goals.

In this essential two-day training course, Robert Hersowitz will take participants through a four-step process guaranteed to foster influence and encourage a deeper level of commitment from clients.

By attending this workshop you will learn:

- How to develop successful influence strategies with clients using the **Four Phase Influence Model®** which transcends cultural and functional boundaries
- Techniques for building trust and establishing rapport with others
- Assessment techniques for understanding and 'reading' clients and potential clients
- Methods for setting up achievement oriented networking sessions with individuals and groups
- How to create impact and keep people interested
- The best ways to present information to clients (individuals and groups)
- Informal 'negotiation' skills which conform to the behavioural 'styles' of those being influenced
- A variety of behavioural strategies for dealing with different types of 'difficult people'
- Methods of influence which set boundaries, finalise and clarify agreements
- Influence tactics that inspire confidence without dominating or bullying others

Who should attend?

Newly appointed sales people and sales executives as well as sales team members who are seeking to transform their approach from transactional to value based selling.

Programme

Day 1

Introduction

- Understanding the changing role of the pharma sales executive in today's business environment
- Understanding the key differences between transactional selling and consultative selling
- Past trends and why these are less successful
- Identifying the obstacles and challenges faced by sales teams and executives in today's pharma organizations
- Exploring the nature of consultant/client relationships
- Understanding how and why influencing strategies have changed - shifting the focus from selling the product to selling the solution

Preparing the ground

- Researching your prospect (personal profile and professional background)
- Using digital tools and social media to find out more about the prospect and his/her work and potential needs (holistic approach)
- Identifying the potential enablers and disablers

The Four Phase Influence Model®

- Phase One: Engaging, Bonding, Lobbying, Affiliating (Networking)
- Phase Two: Factualising, Rationalising, Structuring
- Phase Three: Modelling, Conceptualizing, Consulting and Intriguing
- Phase Four: Analysing, Legitimising, Testing, Controlling, Prescribing and Transacting

Assessment Tactics

- Understanding the Human Mindset
- *Calibrating, mirroring and leading* strategies as part of the Influence process
- Understanding diversity and cultural distinctions
- Constructing a 'diversity map' as a tool for influence

Day 2

Applying the Theory (moving through the phases)

- First contact - a behavioural guide to establishing rapport upwards, downwards and sideways
- Controlling the interaction - managing time and place without domination
- Consultation - maintaining involvement - using questions, reflecting and listening skills
- Alternative ways to connect with prospects
 - How to avoid the hospital/clinic hallway 4 minute pitch
- Presenting information with impact and creativity
- Mapping and defining the agreement - process, milestones, targets and results
- Measuring and evaluating results
- Influence in practice
 - Case studies - role playing and problem solving

Dealing with Difficult Situations

- Avoiding negative influence - **ACID® - Abdication, Coercion, Intimidation and Deception**
- Getting past the Procurement Department
- Informal negotiation skills
- Working with assertiveness - avoiding aggression and passivity
- Using Non-Verbal Communication as a positive means of influencing others' behaviour

Self Evaluation and Planning for Improvement

- Understanding one's own profile - how other's (the client) see us (mindset, management style etc.)
- Setting goals for modification and change
- Developing a 'self improvement' plan
- Identifying specific skills and competencies (self audit)

Presenter



Robert Hersowitz

Robert Hersowitz has established an international reputation as a management and management development consultant. He has spent the past thirty years designing and delivering programmes and workshops to a wide variety of organisations in Europe, the USA, the Middle East and Africa.

His expertise is broadly based, working with middle and senior management in the private and public sector. He has trained and coached over 30,000 managers and executives.

Other assignments include long-standing projects with clients in the airports, industrial gases, information technology, financial services, pharmaceutical industries, govt., military and voluntary sectors.

He is a regular contributor to conferences as a keynote speaker and seminar leader both in the UK and abroad. He has written and published several articles and has contributed to a number of books on themes of Human Resource Development, Virtual Teams and Self Managing Teams for Prentice Hall and HRD Associates

Course dates

13-14 May 2024

Live online

09:00-16:00 **UK (London)** (UTC+01)

Course code 13685

GBP **999**

EUR **1,439**

USD **1,639**

17-18 September 2024

Live online

09:00-17:00 **UK (London)** (UTC+01)

Course code 13908

GBP **799** ~~999~~

EUR **1,159** ~~1,439~~

USD **1,327** ~~1,639~~

Until 13 Aug

How to book



Online:

ipi.academy/2635

Alternatively contact us to book, or if you have any queries:



Email:

info@ipi.academy



Phone:

[+44 \(0\)20 7749 4749](tel:+442077494749)

Discounts

- Booking more than one delegate on any one date qualifies for a **15% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee

The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note

IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions

The rest of our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



ALEKSANDRA BEER

Tel: +44 (0)20 7749 4749

Email: inhouse@ipi.academy



YESIM NURKO

Tel: +44 (0)20 7749 4749

Email: inhouse@ipi.academy



IPI
Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

10-12 Rivington Street
London EC2A 3DU

ipi.academy

Tel: +44 (0)20 7749 4749

Email: info@ipi.academy