



When it comes to pharmaceutical sales, shortening sales cycles and increasing market share during a new product launch and throughout the product's life cycle has never been more crucial. Pharmaceutical companies invest staggering amounts of time, money, and effort into developing new products with the power to change lives. Your sales force must have what it takes to deliver on your go-to-market strategy – and deliver quickly.

53% increase in performance! In a recently published Wilson Learning study within the pharmaceutical industry, building strong interpersonal relationships through versatility skills was shown to boost performance by as much as 53%. What's a 53% increase in performance worth to your organization?

A successful pharmaceutical sales campaign hinges on your sales representatives' ability to exercise influence over key health care professionals' decisions. Your sales force must be able to:

- Gain access to and influence those health care professionals who actually prescribe medication or make formulary decisions
- Differentiate themselves with key decision makers by quickly establishing credibility and building rapport
- Motivate key health care professionals to make decisions and take action in fewer meetings than the industry standard of seven
- Enhance and extend your product's life cycle by adding value that goes beyond product features or performance

If you are experiencing one or more of the above challenges, Wilson Learning can help. Our new, highly scalable suite of learning modules, developed exclusively for the pharmaceutical industry, enables sales representatives to quickly blend the appropriate product message with the critical selling skills to achieve maximum performance – just enough, just in time, with measurable results.



To learn more, or to request your free copy of the research report demonstrating a 53% increase in performance, contact your local Wilson Learning representative, or visit us online at www.wilsonlearning.com.

Wilson Learning - Your resource in developing competitive advantage!

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