



BEYOND DETAILING...MOVING THE NEEDLE

The Issue:

Increasing market share in today's marketplace requires more specialized sales professionals. HCPs are looking for increased credibility and value from sales forces in order to grant access and change clinical behaviors and prescribing habits. Sales forces have an opportunity to be more effective by understanding and navigating through the mindset of target customers.

Our Solution:

MD Mindset Selling and MD Mindset Communication increase access and market share by giving the Sales Force the "HCPs' mindset and language." Our workshops leverage our vast Nationwide Network of Specialists™ to deliver specialty-specific HCP facilitators with data and expertise from their peers. Our approach relies on evidence from SFE Call Intelligence collected over millions of actual sales calls and proven ROI data.

What Is MD Mindset HCP Led Training?

- Advanced, specialty-specific selling skills proven to increase HCP access and market share
- MD Mindset Selling is the foundation of MD Mindset Training Solutions
 - How HCPs were trained, and how that training affects clinical behaviors and prescribing habits
 - Identify HCPs' problem-solving process (the MD Mindset Process)
 - Gaining access and opening a clinical dialogue
 - Moving HCPs to action by aligning existing skills and knowledge to their mindset
- MD Mindset Communication
 - Sustaining a clinical dialogue by presenting clinical information in the specialists' language
 - Using the power of the clinical information to overcome objections
 - Closing for use based on clinical conversations

What is the Benefit?

- Increasing access and moving market share by:
 - Building strong relationships with HCPs based on increased credibility and value
 - Learning to present sales aides and clinical reprints in the HCPs' language
 - Asking effective questions to sustain clinical discussions and extend sales calls
 - Closing more effectively to impact clinical behaviors and prescribing habits in fewer calls

How does it work?

- Content is customized to your company assets, brand, and marketing strategy
- Relevant Target Specialists present specialty-specific content on their "MD Mindset"

For additional information, please contact us today!

MD Mindset Selling and MD Communication Case Study

Situation:

- 6500 Sales Professionals from one company attended MD Mindset Selling & Communication workshops

Task:

- Train the Sales Trainers on MD Mindset Selling and Communication content, allowing the trainers to then deliver the workshops to the Sales Force.

Action:

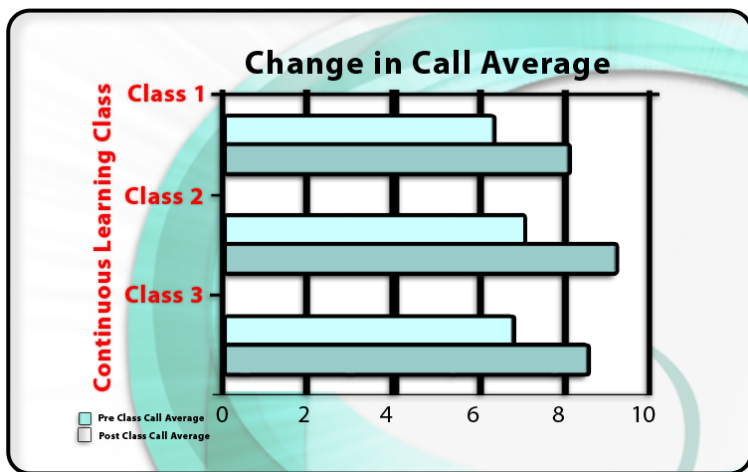
- All Sales Professionals were assessed and evaluated pre- and post- MD Mindset workshops:
 - Absolute sales
 - District Manager assessment of presentation skills relating to clinical data and papers
 - HCP call rate and call duration

Results:

- Increased market share of the three main products being promoted
- Control products (A, B & C) were not being actively promoted and all saw zero or negative growth in market share over the same time frame

Verbatim from Attendees & Managers:

- “Overall, the course exceeded my expectations. I applied what I learned earlier that day and found the length of my calls grew by 300%....I’m not kidding.”
- “The call activity has been above normal and continues to be above expectations and average for the region.”
- “The representatives’ call activity has increased since attending this class.”



	Call Target Physicals		
	Previous Share	Current Share	Change
Diabetes Product	47.2%	48.5%	1.3%
Control Product A	15.1%	14.8%	-0.3%
CV Product	80.1%	84.4%	4.3%
Osteoporosis Product	22.9%	24.3%	1.3%
Control Product B	62.1%	62.1%	0%
Control Product C	11.9%	11.8%	-0.1%



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