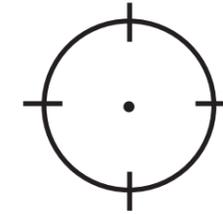
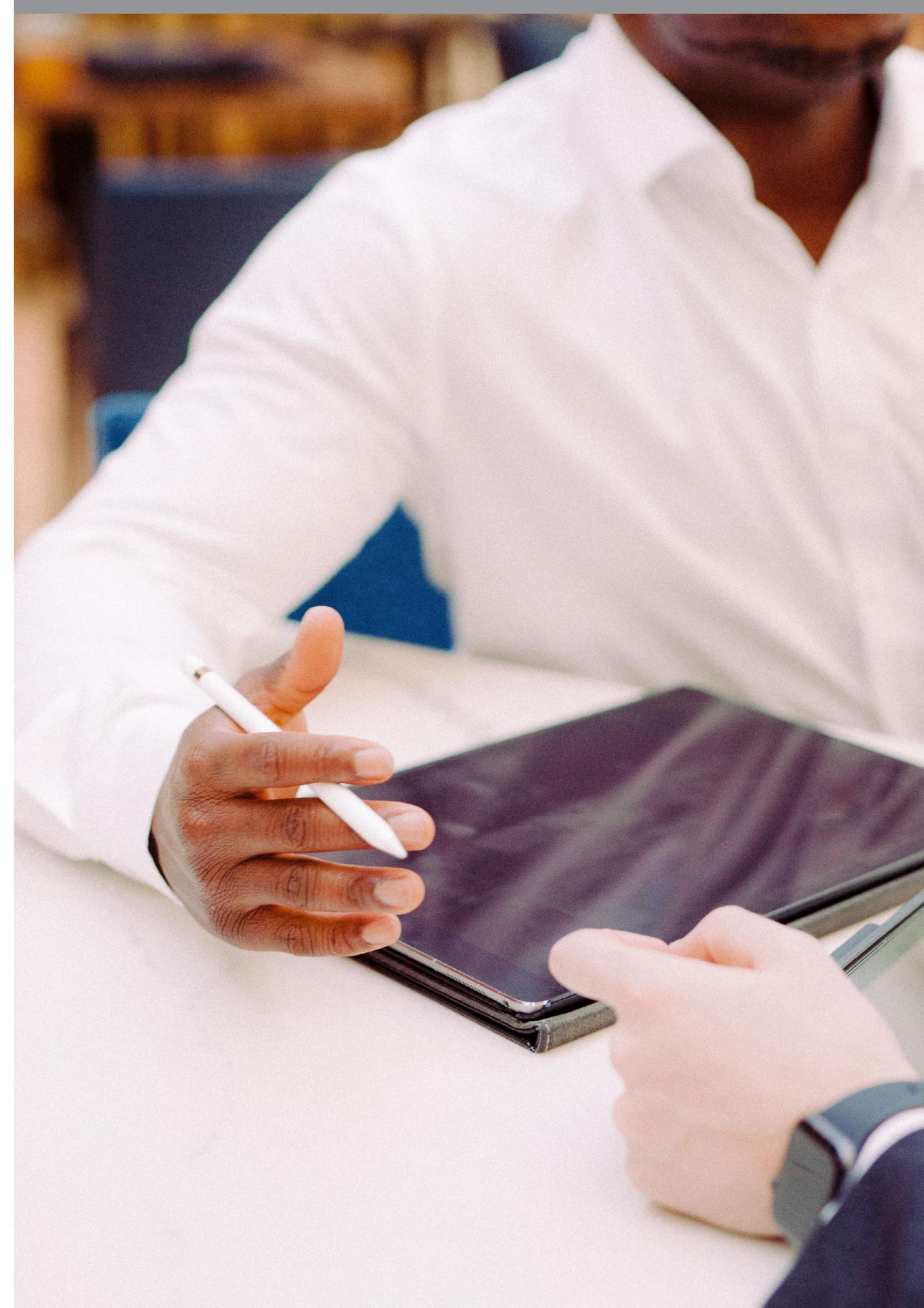


EVOLVE YOUR SUCCESS

SAMUEL GBADEBO

A photograph of two men in business attire sitting at a white table, engaged in a conversation. The man on the left is wearing a white shirt and is gesturing with his hands while holding a white pen. The man on the right is wearing a dark suit jacket, a white shirt, and glasses, and is looking at the first man. A tablet is open on the table in front of them. The background is a bright, modern office space with large windows and a green plant on the right.

THE SEVEN DEADLY SINS
MEDICAL SALES REPS MAKE THAT
ARE KILLING SALES



SEVEN DEADLY SINS

MEDICAL SALES REPS MAKE THAT
ARE KILLING SALES

The territory you are responsible for as a sales professional should be treated as a business. To maximize business revenue there needs to be a system in place, here are seven costly mistakes medical sales reps make that kill their sales and ultimately hurt their territory.

At Evolve Your Success we are committed to delivering innovative, long lasting options for medical sales training for organizations and individuals; with the specific focus of high sales performance building, career advancement and personal goal achievement.

“The future of the Pharmaceutical Sales Representative is not the visit to the Customer Account, it’s in the power of who is showing up to visit.”

- S.Gbadebo

01

SIN #1: KILLING YOUR CHANCE TO GET THROUGH TO KEY DECISION MAKERS

Office staff members are the keepers of the keys to the kingdom. You need to have an arsenal of creative ways to build rapport, honor their contribution and win them over as advocates who go to bat for you and get you time with the right person.

You should enter every account with the intent of making the staff feel valued. When they smile because you showed up, you will always be able to make requests to see who you need to see. Everyone that you see in the office should be addressed by name during each visit.

Be humble and relatable.



02

SIN #2: FAILING TO WEAVE CUSTOMER CASE STUDIES INTO THE SALES CONVERSATIONS

Every prospect interaction should communicate 1 to 2 patient/customer specific situations that demonstrate why your product or service is the best solution for those situations. Providers, staff, and executives are all busy individuals, just like yourself.

With limited time to have a discussion, take a moment to paint a scenario the customer can easily relate to and see where your product or service has value.

This should be practiced on every single call, because sooner or later they will encounter this situation and think of you.

SIN #3: NOT DISCOVERING THE 5 PILLARS THAT DRIVE YOUR CUSTOMER

03

Gone are the days when reps could only rely on their product to make the sale. In today's crowded market, you need to truly understand why your customers do what they do. Here are the key facts you should uncover about your prospect.

- The customer's ultimate business goal for their practice or organization
- Their main goals for the patients or their customers
- The interests they have that allow you to show your personality
- The staff dynamics and relationship to the product or service
- The accounts fears, frustrations and challenges

SIN #4

FOLLOWING INSTEAD OF LEADING WHEN YOU FINALLY GET TO THE DECISION MAKER

Many medical reps rush the sales conversation when they notice their customer is in a hurry. This fails to position you as an “informed authority” on the product and minimizes your stature. Instead intentionally slow the call down and allow the customer to adjust.

By slowing down your delivery to communicate the value of your offer, you take the lead, gain respect and lay the foundation for a long-term customer relationship.



05 MANAGING YOUR TERRITORY WITHOUT A SYSTEM

Your territory is a business. In order to run a successful business, it needs to operate as a system, with fundamental proven strategies and processes that produce results. Just as you would set yourself up for failure if you were to walk into an account without a plan. You set yourself up for failure when you manage your territory without a system.

Implement a system that takes into account the fundamental practices that create growth in any territory.

06 LACK OF AWARENESS OF YOUR THOUGHT PATTERNS

As a sales representative if you are not aware of how you are choosing to see things, it is easy to fall into a slump and repeatedly experience results you do not want.

Your mindset and perspective are paramount in this industry. With increasingly less access, last minute appointment cancellations, inconsistent dinner program attendance and formulary changes that affect the positioning of your product; you need to practice a way to keep your energy high, personality alive and your perspective focused on what can work.

SIN #7

NOT HAVING A STRATEGY FOR CONSISTENT, ONGOING COMMUNICATION

This sales role requires constant follow-up, not only to your customers but also with your counterparts, manager and stakeholders.

By understanding how to craft your post-call communication with customers and effectively communicate with your counterparts, managers and stakeholders, you will soon find that every touchpoint is an opportunity to facilitate dialogue that can lead to a sale.

WORK WITH SAMUEL

Looking to exceed your current level of sales performance?

How we support the sales force:

1. Group Training
2. Private Coaching
3. Corporate Sales Consulting
4. Executive Coaching

Let's explore what's possible.

Email: samuel@evolveyoursuccess.com
Call directly: 657-859-9887



EVOLVE YOUR TEAMS

INTO SUPERSTARS

"Samuel is a combination of smart, engaging, passionate with just enough humor. His powerful speaking was a transformative experience. He has helped me see a new standard I can set for myself that has me consistently pushing for excellence. I have listened to a number of speakers, but none that have captured the journey of a pharmaceutical sales rep & what we can do to completely jump to a new level of performance at any time."

- Danielle Branch -
Executive GSK for Corporate Responsibility and
Global Philanthropy Healthcare



MEET SAMUEL

THE FIRST MINDSET FOCUSED PERFORMANCE COACH FOR PHARMACEUTICAL REPRESENTATIVES

As CEO of Evolve Your Success Transformational Programs and an ICF Certified Professional Coach, Samuel Gbadebo empowers pharmaceutical sales representatives and pharmaceutical organizations to harness the maximum power of human performance, intelligence and potential.

Samuel has identified sustainable solutions to address the challenges of pharmaceutical sales representatives, namely – the detrimental impact of decreased motivation on performance. **By focusing on mindset, implementing a system and improving communication, he has helped professionals recognize barriers to their professional performance and personal fulfillment, while creating sustainable change.**

Samuel has helped many small business owners and entrepreneurs find success through his transformative coaching methodology. He is passionate about sharing ideas to maximize human performance.

Outside of working with individuals to achieve their highest levels of performance both personally and professionally, Samuel enjoys spending time with his family and pursuing an active lifestyle in Long Beach, California.

EVOLVE
Your Success

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