

I am an old turtle. I have seen Reps come and go for over 30 years now and I feel I know what makes an effective rep vs a so-so rep. So here's some straight talk from a friend.

I can always tell a new rep when one comes to call because all the wrong things are said right at the start. What are these things not to say???...probably they are the exact things you were taught by the marketing folks during your training. My advice to you young reps is to forget most of what you were taught in training and seek out the advice of the older reps on how to be effective. These reps are successful because they have the AWARENESS of what it takes to be a successful salesperson to the medical profession. They are older (because they have weathered the battle of the AGES by being effective) and still working. As I see it, you are in a cutthroat industry that seeks youth and cheaper wages over age and experience (which demands a higher price). Learn to be effective before you become expendable.

Here are some DO'S and DONT'S

Don't kill me with your whole product line in one visit (unless it is a very short summary). You would be better off mentioning a few points of your main drug and perhaps a point on another drug...and leave it at that.

Don't beat a point to death...I understand things the first time around. Telling me the same thing in different ways is wasting my time.

Don't ask me how I treat a certain condition...put yourself in my position...I've passed all my exams already...why should I waste my time telling you how I treat something. Besides, questions only make me uncomfortable and make my butt tighten up...and when that happens...you've lost me this time around.

Don't EVER ask me for a COMMITMENT to use your drug. This is the "absolute worst thing" you can say to a Doctor. We doctors are trained to independently decide what's best for our patients, free of any other consideration. Besides, what does the answer mean, really? If I say yes, does it mean I will rx your drug or am I saying it just to get you off my back? (Remember, I'm going to do what I want anyway). And you know I won't say NO because that would involve a further discussion which only wastes more of my time. So don't ask.

DO present your drug as you've been taught. Tell me the appropriate places to use it, its major side effects, its cost, what to watch out for...and if you do this...I'll listen because doctors are mostly information sponges...so give us information we can use.

DO pay attention to body signals. If the doctor doesn't give you eye contact, is fidgeting, or is reading your handout too long, realize you've lost him this visit and try to understand why that occurred so you can correct it next time. Don't take a shortened visit too personal. There usually is a good reason why a doctor needs to get back to his patients that has nothing to do with you.

I respect your position in the industry. I know you are educated people with families to feed and have a difficult job to do. I want you to be successful in your career. I'll give you the time to do your job as long as you don't waste my time.

Good Luck,

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