

# ProSalesLaunch

## Sales Training for New Products

### ProSalesLaunch Overview

The most critical time in a product's life cycle is the market introduction phase. S. R. Ware Associates, Inc. (SRWA) trains sales representatives how to successfully launch a product.

The average pharmaceutical sales representative has three- to five-years experience and may never have launched a new product.

- The successful representative will be the one who plans for the launch long before the actual launch date.
- Representatives must stay focused on their current products and learn to balance how much time should be spent on a new product versus existing products.

Representatives must be able to:

- Overcome objections to using the product,
- Understand how the competition will react to your product launch, and
- Learn the value of teamwork during the launch phase.

### ProSalesLaunch Course Description:

- A one or two-day interactive seminar conducted by SRWA's experienced professional trainers or the client's trainers. SRWA will "train-the-trainers."
- SRWA teaches selling and planning skills *REPRESENTATIVES* need during pre-launch, launch, and post-launch periods.

### ProSalesLaunch Course Objectives:

- Provide a framework for new and seasoned pharmaceutical sales representatives and managers to develop a professional approach and technique for introducing new products.
- Develop individual selling skills through interactive lectures, role playing, and discussion groups.
- Teach the value of planning, time management, and teamwork in a new product launch environment.

### ProSalesLaunch Two-Day Seminar Course Content:

#### Day One: 12- to 3-Months Pre-launch

- The Importance of Planning for the Launch
- How Successful Representatives Plan for the Launch
- Developing Launch Teams at the Region or District Level

- Beyond Company Product Knowledge: Learn the Competition
- Focused Selling Skills
- Homework: Above and Beyond Product Knowledge
- Case Studies
- Group and Individual Exercises
- And Other Topics

### **3-Months Pre-Launch to Launch**

- Pre-Call Planning and Time Management
- Product Knowledge: Know the Competition
- Targeting
- District and Region Team Coordination
- Focused Selling Skills
- Case Studies
- Group and Individual Exercises
- And Other Topics

### **Day Two: Launch Phase**

- Implementation of Pre-Launch Plan
- Building on Success
- Overcoming Objections
- Working with Launch Teams
- Working in a Competitive Environment
- Formulary Approvals: How to Promote a Drug Not on Formulary
- Sharing Success Stories
- Focused Selling Skills
- Case Studies
- Group and Individual Exercises
- And Other Topics

### **Post-Launch Phase**

- What to do When the Launch is Complete
- Solidifying Gains Made During Launch
- Formulary Approvals: How to Promote a Drug Not on Formulary
- Focused Selling Skills
- Case Studies
- Group and Individual Exercises
- Wrap-up and Evaluation
- And Other Topics

#### **ProSalesLaunch**

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