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Jamie Reidy is the guy who's been there, done that, and walked away with the insider stories. Inside *Hard Sell*: Now a Major Motion Picture *LOVE and OTHER DRUGS*, you'll find yourself rooting for Reidy and shocked by the realities of the world that paid his salary. This comedic expose traces Reidy's experiences from Pfizer training to life as the "V-Man," when Reidy became Pfizer's number-one drug rep during the Viagra craze. With equal parts self-confidence and self-mockery, Reidy takes the reader on a hilarious romp through pharma-culture while revealing the controversial side of the drug industry. From viewing a circumcision to gaining a doctor's rapport to providing insight on why doctors choose to prescribe Drug X over Drug Y, and from how to bargain "sigs" and "scripts" to why the Viagra pill is shaped as a diamond, Reidy discloses everything. A witty, behind-the-scenes look at an industry that touches everyone in America with a prescription, *Hard Sell* uncovers truths about the pharmaceutical industry you'd rather not know and practices you'd like to believe weren't employed. *Hard Sell* has been adapted into a major motion picture starring Jake Gyllenhaal and Anne Hathaway. In times of economic uncertainty, a job in the healthcare field can provide job security, as well as the fulfillment of working in an area that helps people. Students explore the pharmaceutical industry—large, well-established drug manufacturers, biotech companies, and generic drug companies. They also discover the responsibilities of pharmaceutical sales reps, in the field and in the office as well as how the reps plan and organize. Helpful tips for becoming an outstanding sales rep, including information about career ethics, career preparation—both in high school and in college—communication skills, ways to gain experience, how to obtain a job, and on-the-job training are areas covered in this thoughtful volume. The NAPS Rx's CNPR Pharmaceutical Sales Manual prepares students for their CNPR exam while providing the vocational knowledge needed for anyone looking to break into the pharmaceutical industry. The CNPR manual covers many subjects recommended for any entry-level candidate. *A Franchise of One: Strategies for Pharmaceutical Sales*, is Dr. Neil Berliner's new training and self-help book for pharmaceutical representatives. Dr. Berliner is a highly experienced pharmaceutical trainer and speaker, as well as being a regular contributor to *Pharmaceutical Representative* and its "Doctor's World" founder and columnist. *A Franchise of One* introduces three valuable concepts for representatives which are explained and reinforced throughout the book. These major concepts are: 1. that representatives should view themselves as professional business people, similar to franchisees of major corporations ("Franchise of One"), and that they should pay careful attention to their resources such as budget and time. 2. that representatives should take specific actions during every call with their physicians to be perceived more as colleagues than as sales people (minimizing the "Implied Hierarchy"). and, 3. that representatives should assess each physician as an individual, so as to optimize message delivery during every detail opportunity ("Physician Specific Detailing"). *Why Not Make More Money In Pharmaceutical Sales??* *First You Need to Be Ready for the Interview!* *Pharmaceutical Landing?*'s prescription for success is a must read whether you are a recent college graduate or looking to make a career change into pharmaceuticals sales. Most candidates never make it past the first interview. Learn now what managers look for during interviews. This is a straight-talking, hard-hitting guide to landing your first pharmaceutical

sales job!? Learn what to bring, say, and show during the interview.? How to answer the toughest interview questions related to pharmaceutical sales.? Gain an advantage by seeing the right healthcare professionals before your interview. Do You Want to Succeed and Make \$100,000 in the First Year? Then You Better Learn How to Work Smart!? Getting hired is just half the battle. Keeping your job and excelling in it is the other half. Learn how to gain a competitive edge on the rest of the 90,000 pharmaceutical reps in this country: ?OUTSELL your competition by gaining access to no-see doctors and then Own their Offices! ?OUTSMART by calling on the right doctors, the right amount of times using an ironclad schedule. ?OUTBATTLE by learning how to present, ask questions, overcome objections, and close the sale better than the competition. Frank Melfa is a district manager for one of the largest pharmaceutical companies in the world. His uniquely successful selling and management style has helped transform poor performing territories to money-making territories. Frank is also a former champion bodybuilder and author of *Bodybuilding A Realistic Approach*. Careers Put into practice today's winning strategies and tactics for breaking into pharmaceutical sales! "Working in the pharmaceutical industry is dynamic and competitive. It is also quite rewarding, as it allows you to make a meaningful difference in the quality of peoples' lives. Landing the "right" job as a pharmaceutical sales representative will be challenging and require a well-thought-out plan of action. Kaputa and Zimmerman have put together some insightful "Secrets" that will put readers ahead of their competitors in the job search and prepare them for a successful start to a career in the industry." -Carrie Cox, Executive Vice President and President, Global Pharmaceuticals, Schering-Plough Corporation

Learn The Secrets is a how-to and how-to-think book that will show you how to land that first job as pharmaceutical sales representative. It will give you the secrets, new guidelines, unwritten rules, practical tools, and resources you need. You'll even learn industry jargon and how to position yourself in interviews so that you are what companies are looking for. You'll find interactive exercises, sample sales aids, and practice role-plays to prepare you for the most challenging questions and group interviews. *Learn The Secrets* is your field guide to breaking into and succeeding in pharmaceutical sales. Argues that doctors are deliberately misinformed by profit-seeking pharmaceutical companies that casually withhold information about drug efficacy and side effects, explaining the process of pharmaceutical data manipulation and its global consequences. By the best-selling author of *Bad Science*. This book features the negotiating strategies of one of the most famous deal makers in sports history. Ronald M. Shapiro's approach is centered around the importance of building relationships. The book includes chapters on win-lose negotiation, win-win negotiation, listening, preparation, proposals, personality types, and unlocking deadlocks. This groundbreaking volume teaches the most effective ways to break into the exciting and lucrative pharmaceutical industry. About the Author Carl Schott has successfully navigated three career changes over the past 30 years. His essential vision? Career moves are often possible and even advisable if the new career requires the same GENIUS (according to Webster "the peculiar structure of mind with which an individual is endowed . . .") that brought success in prior endeavors. Driven at an early age to intellectual pursuits, Carl obtained his Ph.D. degree from the University of Notre Dame. During the Vietnam War era he served as an Army Officer, ultimately becoming a Strategic Intelligence Analyst in the Office of the Chief of Staff for Intelligence at the Pentagon. Captivated by his first experience of leadership and management in the military, he entered the business world in New York City and had a successful career in merchandising and management with Bloomingdale's, Lord & Taylor, and Mitchells. As Store Manager of the prestigious Mitchells of Westport CT, and as Operating Vice-President and Managing Director within the Lord & Taylor system, Carl developed skills that later propelled his pharmaceutical sales and management career. In 1992, after evaluating the costs to their family of continued big city life, Carl and his wife Ilona moved to Pennsylvania in a classic "Green Acres" migration and entered the pharmaceutical industry. Within three years, he became G.D. Searle's National "Rep of the Year" and moved back into Management as a District Sales Manager. Following the merger of Searle with the Pharmacia & Upjohn Company, Carl helped pioneer the position of Regional Staffing Manager. He was responsible for the recruitment, screening and placement of candidates in sales and management positions covering a seven state area and the District of Columbia. In his staffing assignment, he interviewed more than 3000 candidates. Of these, 175 were hired by his company and more than 98% of them were still successful in the field two years later when his company was acquired by Pfizer. Carl then joined Inventivhealth in that company's premier pharmaceutical recruiting organization and in just four years, placed 700 candidates in Florida and Puerto Rico alone. Many of them completed this workbook before interviewing successfully. Carl's passion for helping people navigate through their own "changes" prompted him to form Schott Associates, Inc. In this role, Carl is a servant-leader in the Pharmaceutical recruiting industry, helping candidates and clients realize their professional goals. Unlike other industry sales reps, pharmaceutical sales reps face a unique set of pressures and challenges, from a constantly changing set of specifications to the most current and in-depth understanding of the techniques and treatments used within the industry. Reps are charged with the responsibility of ensuring demand and increased specification for products, and most importantly, generating the vital capital needed for the development of newer and better agents. The success of their efforts ultimately determines the success of their companies. *Successful Pharmaceutical Selling* will provide both the beginner and the seasoned pharmaceutical rep with that winning edge. *Successful Pharmaceutical Selling* is a 'nuts and bolts' book for the pharmaceutical sales rep. Chock full of tips and techniques on maximizing sales, this hands-on guide gives salespeople practical advise on a day-to-day basis. Based on a foundation of knowledge gained by a top salesperson who has spent many years in the field, this book offers proven guidance on how to win in this highly competitive market; insight written by a successful pharmaceutical rep-turned sales manager; a concise, easy to read format; and proven techniques to "get the sale." Today's pharmaceutical representatives face more challenges than ever before. In *Pharmaceutical Sales Revolution*, you learn what the top 1% of reps are doing to overcome the new challenges of pharmaceutical selling. Whether gaining access to hard-to-see physicians or selling in a managed-care environment, this book offers an insider's look at what it takes to come out on top. The most updated, comprehensive, real world, field manual on modern day pharmaceutical sales available today. This handbook was written by reps for reps. It was designed with you in mind, those that are out in the field everyday; selling and driving business for your company. This is not a handbook for getting into the industry or how to interview for your next pharmaceutical sales job, it is a boots on the ground field manual for success in this field, updated to include what the environment is like today and what it will be like in 5 years. As a retired military officer, I wish I had this book when I entered the industry eight years ago. Now you have the opportunity to hit the ground running with this field book, providing detailed information from being a standout in training to driving your sales beyond the competition in your first year in the field. The most effective approach to landing pharmaceutical sales jobs. Updated annually, this step-by-step program has been used by thousands to help them land pharmaceutical sales jobs throughout the United States and Canada. Applicants learn how to shorten their job search, locate unadvertised job openings, get direct access to managers' home addresses and e-mail addresses, and how to effectively market themselves. For recent college graduates, anyone looking to transition into a pharmaceutical sales career, and current pharmaceutical reps wishing to change companies. A guide for the medical device and pharmaceutical sales representative on sales skills to use with doctors and hospitals while observing correct procedures and building trust. It covers the structure of a hospital, medical staff, the hospital pharmacy, hospital-based pharmacist, the nursing service, policies and procedures for hospital vendors. From *Pharma to Device Sales* is a concise, straight to the point pocket guide, enabling pharmaceutical sales people to move into the medical device sales arena. There is no other book available that explores how to successfully change industries. This guide has valuable insights from recent personal experiences, up-to-date material and useful statistics – to ensure a successful industry transition. Making the switch from pharmaceutical sales to medical devices can be an uphill struggle. Are you in pharmaceutical sales looking to cross over? Have you ever wondered what selling medical devices is really like? Do you know the vital differences between selling drugs and devices? Do you want to know the typical mistakes pharmaceutical sales people make at interviews and learn how to avoid such pitfalls? This book will provide all these answers and much more! From *Pharma to Device Sales* is a unique, concise and inspirational book. Whatever stage you are at in your pharma career, this is a must read. [This book is an] organized 'formulary' written for those who are considering a specific field - 'drug reps', as they are known in the industry.-*Introd. Medical and Pharmaceutical Sales: How to Land the Job of Your Dreams!* (second edition) is an updated and revised version to the top-selling medical and pharmaceutical sales career search book. The book contains detailed, insider information on all aspects of the successful job search, including resume writing, recruiting strategies, networking, interviewing tips, and current industry research. This book is a must-have for any job seeker serious about landing their dream job in medical or pharmaceutical sales! This best-seller is a "must have" book for anyone who desires a pharmaceutical sales job. The "Insider's Guide..." is a complete guide offering step-by-step instructions on how to gain a pharmaceutical sales position. This includes instructions on resume preparation, applying for positions, uncovering unadvertised positions, gaining interviews, successfully negotiating interviews, 150 interview questions and answers, pharmaceutical selling instructions and examples, salary negotiation, pharmaceutical sales industry outlook, 28 pharmaceutical company profiles, a listing of pharmaceutical contract companies and a listing of pharmaceutical companies with web site addresses. In this highly needed guide, a top Pharmaceutical Sales Representative shares his proven techniques for getting into the field of Pharmaceutical / Medical sales, and once there how to succeed! For readers interested in becoming a pharmacy technician, manufacturing technician, pharmaceutical sales representative, pharmacy billing specialist, pharmacy records manager, or pharmacy clerk, among other jobs, this guide encourages them to start doing their homework now by taking any high school, honors, college prep, or community college science and

math classes available. Invaluable information regarding job training, certification, and associate's degrees is provided. The relative merits and advantages of online, community college, traditional university, and 2- and 4-year programs are analyzed and discussed. Networking is also emphasized. This valuable volume will help direct readers to a great pharmaceutical industry career. A great way to jump-start your career in pharmaceutical and biotechnology sales! "Be brief, be bright, be gone" is the philosophy that launched David Currier to a successful career as a pharmaceutical sales representative. Simply stated, this approach encourages aspiring sales professionals to: Be brief-Keep your sales presentations short and to the point. Be bright-Understand your product and its clinical context. Be gone-Respect your customer's time. But that is only one piece of advice an aspiring representative should retain from this book. This book also covers: Pros and cons of a career in pharma/biotech sales How to land a job with a major pharma/biotech company Getting to know your customers (physicians and hospitals) Selling skills, basic etiquette, sales call basics and lots more, including 10 key tips that help ensure long-term career success. This is the book that top pharmaceutical and biotech sales trainers have asked for! "I wish I read this book when I got started. It is easily the best book I have seen on the subject."- Ellen F. Simes, Springfield, MA, Pharma/biotech trainer "Anyone even thinking about a career in the industry should read this book."-Pam Marinko, Wilmington, NC, Pharma/biotech trainer "Wow! Very well done. Some really good information for folks just starting out-and for veterans like me, too."-JoAnne Skypeck, Holyoke, MA, Pharmaceutical sales representative Get the inside scoop on pharmaceutical sales careers with this new Vault Guide. Overview of the industry; functions in pharmaceutical sales: field sales, sales management, training and development, instructional design/content development, project management; jobs and career paths; getting hired - education, interview preparation, and more. "Insiders Guide" to getting a job in pharmaceutical sales. Become a Pharmaceutical Sales Representative Insider tips from one who has real-life experience in pharmaceutical sales Earning potential of up to \$100,000. Compensation package can include salary, bonus, company car and more! Lisa has been a pharmaceutical sales career consultant for the Chicago Tribune, the Baltimore Sun, the LA Times, the Miami Herald, Sales and Marketing Management Magazine and over 20 other newspapers and periodicals. Her guidebook, 3 Days to a Pharmaceutical Sales Job Interview, is a powerhouse of information which has been touted by many as the "how to" book of breaking in to pharmaceutical sales. The job winning strategies in this step-by-step program have been used by thousands to help them land pharmaceutical sales jobs worldwide. With this resource, applicants will learn how to shorten their job search and locate virtually all of the unadvertised pharmaceutical sales job openings in their own geographic area. You will get access to insider secrets on how to effectively market yourself and your resume for an exciting career at a top pharmaceutical company. Book jacket. When I first joined the industry I searched for a book which could give some guidance as to what this role was all about. I never found that book so four years into my career I began writing Pharmaceutical Sales for Phools. Medical sales representatives who read this book will not encounter many surprises once they take their first steps out into the field, as this book has been designed to equip readers with a robust understanding of all the key dynamics of this sales role. Sahil Syed is an award winning representative who is now in his eighth year of frontline pharmaceutical sales. During this time he has worked with some of the largest and most successful pharmaceutical companies in the world. In this book he has given a highly practical account of how the role of a medical sales representative actually operates. "This book is the perfect read - not only for those who are trying to get into the industry, but also for experienced representatives who just want to keep up to date on the mechanics of the job. It is essential reading" Niall Barry - Director, Gem Resourcing "This book gives the first example I have seen of a common sense approach to the job which leaves nothing to the imagination" Charles Marshall - Director, Axis Development "This book is the medical representatives bible - it is indispensable, every rep should have a copy" Gary Fagg - Principal Sales Representative, Novartis "It's the ultimate how-to guide. If you're a candidate, The Sales Interview is the best investment you will make and will help you stand out from the very start." -Karen Halkovic, President of Biotech Pharma Recruiters, Inc. Position yourself as THE CANDIDATE by knowing exactly what the hiring manager is looking for, what they are thinking, how to prepare, and what to expect. Different from other books, the bullet-point format is written specifically for pharmaceutical, medical, surgical and biotech sales candidates who need practical, effective, easy to implement interview guidance. This is a real how-to guide formatted to reflect the interview process from resume to job offer. It is clear, concise, comprehensive, and current. Rheault, an award-winning industry veteran, provides The Sales Interview in a step-by-step guide culminated from nearly threedecades of experience. This guide is packed with "insider" information, best practices, sample questions, tips, and traps. Learn to create a results-focused resume, conduct research, secure face-to-face interviews, and answer the most difficult behavioral questions. You will be better prepared, more confident and best able to present your skills and abilities by knowing exactly what to expect! Regardless of your experience or current position, whether you are revising your resume or on your final interview, this guide will prepare you to stand out. The Sales Interview is an invaluable resource for those considering a job change, those who have not interviewed recently as well as those trying to break into the industry. The most updated, comprehensive, real world, field manual on modern day pharmaceutical sales available today. This handbook was written by reps for reps. It was designed with you in mind, those that are out in the field everyday; selling and driving business for your company. This is not a handbook for getting into the industry or how to interview for your next pharmaceutical sales job, it is a boots on the ground field manual for success in this field, updated to include what the environment is like today and what it will be like in 5 years. As a retired military officer, I wish I had this book when I entered the industry eight years ago. Now you have the opportunity to hit the ground running with this field book, providing detailed information from being a standout in training to driving your sales beyond the competition in your first year in the field. Unlike any Pharmaceutical Sales book found, this guide walks you through the career of a lifetime in Pharmaceutical Sales. We share our many years of Sales Experience in the industry to give you the fundamentals for success from entry to promotion. This pocket guide encompasses more areas of the profession than most guides on the market today, to include: Interviews Ride Alongs Team playing Administrative Duties And so much more! Written in a straightforward format, you will definitely be ahead of the game after reading this Pharmaceutical Sales pocket survival guide, which teaches you the most effective way to achieve success. If your goal is to obtain a position as a career pharmaceutical Rep or a position in management in the industry, then this guide is a must have. This bestseller is a "must-have" for anyone who desires a pharmaceutical sales job. The complete guide includes instructions on resume preparation, applying for positions, uncovering unadvertised positions, gaining interviews, successfully negotiating interviews, 150 interview questions and answers, and more. Written by the best-selling author of the "Insider's Guide to the World of Pharmaceutical Sales," this title provides the necessary insight and information needed to hasten the learning process so that the new representative will not only meet, but exceed their sales goals. (Careers-Jobs) Compliance Navigator: On the Road Guide for Pharmaceutical Sales Representatives A handy, portable pocket compliance guide sales representatives can reference while they are on sales calls. Train your sales team on major rules, regulations, and statutes--including those regulated by the FDA and OIG--with Compliance Navigator: On the Road Guide for Pharmaceutical Sales Representatives. This easy-to-understand pocket guide provides a treatment overview of compliance obligations that your sales staff needs to be aware of, as well as the subsequent risks of non-compliance. Frequent case studies throughout the pocket guide illustrate how sales representatives should respond to compliance "gray areas." Relevant as a training tool for your new sales staff or a refresher for your seasoned sales representatives, the Compliance Navigator: On the Road Guide for Pharmaceutical Sales Representatives is sold in packs of 25 pocket guides for distribution to your team. It contains clear explanations and practical examples of important compliance topics to ensure staff will be able to: Demonstrate compliant sales practices when detailing your company's products to healthcare professionals Recognize potential compliance violations that may arise in their daily work Avoid situations that could lead to violations of the Anti-kickback Statute or the False Claims Act Anticipate situations that may involve legal or regulatory risks Customize with your company logo and policies Ask us for a free sample! The Compliance Navigator can be customized with your company's logo and policies and procedures. Ask us for a free sample! For more information please call Maureen Croce at 866/464-2776 or email: mcroce@hcpro.com. Instructional Design Principles The Compliance Navigator incorporates the principles of adult learning to engage learners quickly and show them how to apply what they have learned: Case scenarios allow learners to apply the information they have learned to common scenarios with compliance implications Icons alert learners to key concepts, including important laws and compliance risk areas Tabs allow learners to easily navigate through the pocket guide A quiz documents training and measures how well learners can apply the compliance rules and regulations Table of contents Learning objectives Introduction What is corporate compliance? Why should you care about corporate compliance Compliance regulations Why enforces pharmaceutical compliance? Regulations impacting pharmaceutical companies Federal False Claims Act State False Claims Act False Claims Act violations False Claims Act cases Anti-kickback Statute Prescription Drug Marketing Act of 1987 (PDMA) The Food, Drug, and Cosmetic Act The Health Insurance Portability and Accountability Act of 1996 (HIPAA) Compliance guidance PhRMA Code OIG Compliance Guidance AMA Guidance Conclusion Test your Knowledge Final exam Answer key Glossary Customize with your company logo and policies The Compliance Navigator can be customized with your company's logo and policies and procedures. For more information please call Maureen Croce at 866/464-2776 or email: mcroce@hcpro.com. Pharma field sales professionals struggle this one question very often- What is the role of my position and sometimes my seniors' position too. the prime reason of this struggle is that Pharma industry never seriously tried to define different field sales management roles. As this job differentiation is not in public domain, Some

Managers used and abused this situation as it suits them. Instead of putting these different roles in public domain, Managers prefer to enjoy this ambiguity by defining the roles differently in different times in different organizations. This virtually divide field sales professionals in two classes- the persecutors and victims or afflicted peoples. It is unfortunate that Pharma Industry never thought of bringing this issue in public domain. As a part of effective pharma field sales management, different organizations at different stages need customized re-drawing of these role's bifurcation. This need further fueled the blurredness in this area.

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