

*Selling The Price Effectively

Handling Price Objection



STEP I: doctor objects

STEP II:

Medical rep : what are you comparing with, sir?

Doctor : competition, perception, budget, past experience

STEP III:

Medical rep : how much is the difference we are talking, sir?

Doctor : 20% (the faster he says this, ITS FALSE)

STEP IV: express the difference

STEP V: demonstrate the benefits passable when compared to the difference

Successful Pharmaceutical Selling Frank Advice From The Frontlines

Dimitris Dogramatzis



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Pharmaceutical Marketing Dimitris Dogramatzis, 2015-05-06 Designed as a practical guide for the pharmaceutical industry this book covers how to apply cutting edge marketing concepts and tools to the real world intricacies of marketing a heavily regulated product whose success is determined not by the actual end user but by various industry stakeholders From creating a worldwide vision that cascades into local tactics to managing a drug portfolio or pricing a particular product this book guides readers through developing implementing and auditing a successful marketing strategy geared specifically to the pharmaceutical industry It provides graphs tables worksheets pharmaceutical case studies and a sample marketing strategy Subject Guide to Books in Print ,1991 **Forthcoming Books** Rose Army, 2003-12 *Report from the Front Lines* United States. Congress. House. Committee on Government Reform and Oversight. Subcommittee on National Security, International Affairs, and Criminal Justice, 1997 *Books in Print Supplement* ,2002 The Return of Ordinary Capitalism Sanford Schram, 2015 The Return of Ordinary Capitalism examines neoliberalism as the prevailing political economic logic of our time How we got to this point what are the effects on the economy politics and public policymaking and what can and should be done about it are the key questions addressed *Working Mother* ,2002-10 The magazine that helps career moms balance their personal and professional lives **Fighting meth in America's heartland** United States. Congress. House. Committee on Government Reform. Subcommittee on Criminal Justice, Drug Policy, and Human Resources, 2006 *Dea Special Agent* Lew Rice, 2008 American Druggist and Pharmaceutical Record ,1901

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