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THE PRINCIPLES OF SELLING TO HEALTHCARE PROFESSIONALS

Owen Bondurant, BA

HOUSEKEEPING

Cell Phones

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Questions

No photography, audio, or video recordings

https://education.lp3network.com/WCC2018

DISCLAIMER

DISCLAIMER: The information contained in this program, which may include treatment modalities, diagnostic and therapeutic information, and instructions related to regulatory guidelines and current standards of practice for pharmacy compounding, is FOR EDUCATIONAL PURPOSES ONLY and should not be taken as a treatment regimen, product indication, suggested treatment modality, or suggested standard of practice. NOTE TO MEDICAL OR ALLIED HEALTH PROFESSIONAL: Any treatments, therapies, or standards of practice must be fully investigated and prescribed by a duly licensed medical practitioner in accordance with accepted professional standards and compendia. Any regulatory or practice standard must be fully investigated by a licensed pharmacist in accordance with accepted professional practice standards and compendia.

OWEN BONDURANT

- President and owner, Independent Rx Consulting
- A partner in 5 pharmacies, including a compounding pharmacy
- Degree in Marketing, minor in Management Information Systems (MIS), Miami University of Ohio

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LEARNING OBJECTIVES

1. Gain basic understanding of the types of sales strategy and their intended use.

2. Obtain knowledge of the sales process for a complex sale.

3. Develop ways to track sales activity and monitor its effectiveness.

WHY

- E script
- Collaborative care
- DIR Fees
- Medicare Readmission Reduction Program
- Specialty
- Transitions of Care
- 340B
- LTC
- Packaging
- MTM
- Med Sync

TARGETS

- Physician offices
  - Doctors, nurses, admins
- LTC
  - Assisted, skilled, group homes
- Hospitals
  - Transitions of care
  - 340B
- Employers
  - Delivery program
  - Immunization Clinic
  - Preferred Pharmacy
- Customers

TYPES OF SALES STRATEGY

- **Transactional -** A term used to describe a sales strategy that involves focusing on achieving quick sales without a significant attempt to form a long term customer relationship.
- **Relationship -** is a sales tactic by which a salesperson seeks to build rapport and earn a buyer's trust to win deals, rather than highlighting product features or negotiating the price.
- **Solution**
  - Spin Selling - The term SPIN is a acronym of four different types of sales questions designed to bring a prospect into interest and through to a sale:
    - **S**ITUATION questions
    - **P**ROBLEM questions
    - **I**MPLICATION questions
    - **N**EED-PAYOFF questions
- **Strongman Solution Selling** – a sales strategy used for more complex sales with multiple decision makers. Mostly used for LTC and hospitals.

TRANSACTIONAL

- POS Cross Sale
    - Vitamin Recommendation based on disease state
    - MTM
    - Immunization

RELATIONSHIP

- Relationship selling is based on the concept that building long-lasting relationships with people will lead to future sales.

  - Txt to customers
  - Email to customers
  - Donuts to doctors

SPIN SELLING

- Rather than telling prospects why purchasing a product or service is a good idea, and what the impact would be, the goal of the SPIN sell is to guide prospects to these realizations on their own.
  - **S**ITUATION questions
    - What pharmacy do you recommend currently?
  - **P**ROBLEM questions
    - Are you happy with the pharmacy?
    - What problems do you have with this pharmacy(s)?
    - Does this pharmacy meet the needs of your patients?
  - **I**MPLICATION questions
    - How much time do you spend on those extra phone calls and visits?
    - How much does it cost you because patients are not sticking to drug regimen?
  - **N**EED-PAYOFF questions
    - What could you do with this extra time?
    - How would it help you if you had this extra profit?

STRONGMAN

- Solution – do you have a solution that meets there need
    - What problem have they said they want to fix?
- Timeframe – is there a compelling event? Do they want to solve now?
- Review – what are the steps they have to take to decide if they are going to use your pharmacy?
- Options – what are there options
    - Another pharmacy
    - Same pharmacy (no change)
- Negotiate – Do they agree to price and timeframe? What non-revenue items are important (time of delivery etc).
- Galvanize – is this a priority? Are they returning calls?
- Money – who is going to pay for this?
- Authority – who all has to say yes?
    - Dir Nursing
    - CFO
    - Discharge Coordinator
    - Dir Pharmacy
- Need – what is the contacts goals? What is the organizations goals?

PROCESS

- Research
- First call
    - Goal is to get a meeting
- Meeting
- Closing
- Monitor
- Contact Relationship Management (CRM)

RESEARCH

- **Physician offices**
  - How many doctors, nurses, admins
  - What specialty(s)?
  - Number of prescriptions
  - What pharmacy recommending?
- **LTC**
  - How many beds?
  - What pharmacy using?
  - Who is administrator, director of nursing etc.
  - Do they make decisions or corporate?
- **Hospitals**
  - How many discharges?
  - Who is CFO, discharge director, director of nursing, director of pharmacy
  - What are readmission rates - https://data.medicare.gov/Hospital-Compare/Hospital-Readmission-Rates/92ps-fthr/data
- **Employers**
  - How many employees
  - Do they have immunization provider?
  - Do they want to lower healthcare costs?

FIRST CALL

YOUR GOAL IS TO SET A MEETING

- What is purpose of your visit?
    - I am here to speak with X regarding chronic patients who are not following there medication regimen.
    - I am here to speak with X regarding how we can reduce calls to your office by having patients use our pharmacy.
    - I am calling to speak with Mr. CFO with regards to how our pharmacy can lower your 20% 30 day readmission rates.
- Objections
    - Not available
        - Can I set a time to meet or have a call?

THE MEETING: ITPAM

- **I – Introduction**
  - Introduce yourself, your pharmacy,
  - Have everyone in room introduce themselves, make sure you know there role
- **T – Timeframe**
  - How long is the meeting going to be. Set the precedent you know how long you need.
- **P – Purpose**
  - This is where you set the tone. What is the goal of the meeting in your mind and in there's. Is it just to explore and research each other. Is it to determine if you can win business?
- **A – Agenda**
  - Layout the agenda so you control the meeting
- **M – Method**
  - You have to ask lots of questions and you want to let them know you are going to do so to ensure you can help.

CLOSING

YOU

HAVE

TO ASK

FOR THE BUSINESS

MONITOR

- Track at a minimum:
    - Visits
    - Calls
    - Next steps
    - Contacts

- Customer Relationship Management Software (CRM)
    - Capsule – www.capsulecrm.com
    - Salesforce – www.salesforce.com

THANK YOU!