



**Says**

What have we heard them say?  
What can we imagine them saying?



**Thinks**

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



**Feels**

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



**Does**

What behavior have we observed?  
What can we imagine them doing?



What is more important for this job, product knowledge or sales skill?

Excellent communication and interpersonal skills.

Knowledge of the healthcare industry.

What is your strategy to improve your sales skills?

understanding of company products, services and other offerings along with advanced communication skills, both written and verbal..

Doctors Expect Upfront and Clear Information.

Health care rep's will build networks with doctors and educate them on the latest medical supplies.

promote and sell pharmaceutical supplies to different medical facilities.