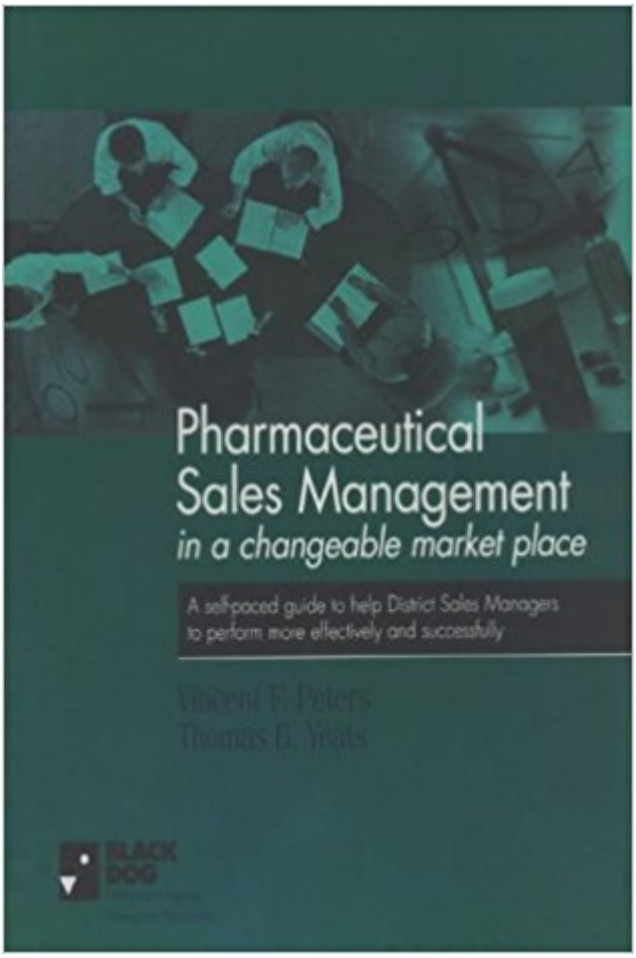
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Pharmaceutical Sales Management In A Changeable Marketplace



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Synopsis

This is the only pharmaceutical sales management book in the United States developed for newly promoted district or frontline sales managers. It focuses very heavily on the manager being a coach, field trainer and mentor with his/her people. The parameters for this book were based on a landmark study of 10,000 sales managers from all industries. The majority of the managers identified five critical skill areas for all first line sales managers: planning and time management, training and field coaching, planning and conducting district meetings, recruiting and selecting sales reps and control and performance appraisal. Other important areas covered are leadership, motivation, communications and setting up a home office. There are numerous best practices cited and many forms and tools that the manager can use. Even experienced pharmaceutical district managers will find this book valuable. Since the district manager is the critical link between the sales force and the company, continuing development of the manager is essential to the success of the field sales organization. We believe that their role is so important that we have coined the phrase, your sales reps are only as good as their managers.

Book Information

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Customer Reviews

While much emphasis is put on training sales reps, at the end of the day if you don’t have good district managers, you won’t have good sales reps. The reality is that good sales reps can work anywhere, and will not work long term for bad district managers. We have seen too many good sales people leave due to poor management. This is the main reason why we firmly believe in this

book. --Vincent F. Peters - Co-author

Since the district manager is the "critical link" between the sales force and the company, continuing development of the manager is essential to the success of the field sales organization. We believe that their role is so important that we have coined the phrase "your sales reps are only as good as their managers."

This is a very, very basic guide to management. If you are already a pharmaceutical sales manager, this book is not going to help you much. It is also, at this point, outdated in many ways as the environment has changed greatly in the last 16 years. More importantly, however, this appears to be just something that two people threw together and someone published with NO EDITING. Run on sentences, spelling errors, grammatical errors and not just a few, but throughout the entire book at a high school reading level, at best. Between that, wading through all the aforementioned issues, and the fact that the books are old print copy and fall apart, this is not worth the read or money.

Good book and recommended for newly promoted supervisor and dis.manager,

This is the only pharmaceutical district management book in the United States. The book is designed for all district managers with two or less years of experience, however it provides excellent information for even the most seasoned district managers. The transition from representative to manager and the definition of management are completely covered. The managemet skills of planning, organizing, leading and contolling, are civered in depth. Managers are walked through all skill areas required to be successful in pharmaceutical sales management. Each of the eleven chapters has its own set of learning objectives, review questions and answers. Checklists, forms and numerous exercises are included in the eleven chapter text. This book is an economical and effective way to support existing district manager training programs, and it is precisely for this reason that many pharmaceutical companies have purchased it for all of their district managers.

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I truly enjoyed reading this guide for pharmaceutical sales management. Having a number of years of experience in the pharma industry as a sales representative, training and development manager, and presently a member of the management team for a large pharmaceutical firm, I wish I had known about this gem earlier in my career.In essence, Peters and Yeats present the fundamental concepts of first line pharma sales management in a concise, easy to read style that any DSM can use to effectively lead his/her district to success. This program is a bargain that normally would cost a large pharma organization like mine a fair amount of capital, as a vendor would have to develop this training program from scratch.With this book you don’t have to reinvent the wheel; basically, this approach is an easy, off-the-shelf solution to implement that will help prospective and current DSMs become great at what they do.

This book provides an oustanding step by step coaching guide for District Managers to use with their pharmaceutical/biotechnology sales reps in the field. There is an extensive chapter on training, which covers pre-classroom training, classroom training, and post classroom training.The section of the chapter on post classroom training covers a very detailed way to set up a coaching visit in the field with sales reps. Ways to evaluate areas of strength and areas that need improvement, such as selling skills, product knowledge and sales call planning are all covered in the chapter. The manager is further guided on how much time to allocate on coaching sales reps with different competency levels.This book is definately a winner and a necessity for anyone who supervises sales people!

This book gets new district managers up and running in a very short time. The first six to nine months is a critical time for the new district manager, and this book makes those managers operational, quicker than anything we’ve ever seen. Pharmaceutical Sales Management In A Changeable Marketplace is standard issue to all of our new district managers. We are also using the book for new prospective district manager candidates.

This is a fantastic book that has all the answers for someone who is looking to enter pharmaceutical sales management. The book provided me with all the answers that I needed on job interviews for a district manager position, in fact I Aced them all. I was right on target with all my answers about district manager competencies and responsibilities. This book is definately required reading for all district manager candidates.

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