



## Clinical Based Selling

One of the common challenges faced by salespeople is performing critical and judicious appraisal of a clinical study and presenting it professionally and confidently to healthcare professionals.

Sales personnel sometimes shy away from using clinical studies for many reasons, from being unfamiliar and unaccustomed with the technical aspects (e.g. terminologies, study design, data interpretation and findings) to the soft skill aspects (e.g. selling persuasively with reprints and data). Even if a sales personnel attempts to present clinical studies to healthcare professionals, often it is a struggle to translate the statistical significance into clinical significance for their prospective client, i.e. what is in it for me (WIIFM, 'me' being the healthcare professionals)?

As clinical studies are frequently viewed as a more credible source of information by healthcare professionals compared to product brochure, there might be missed opportunities in selling, or even worst still, in building the needed trust with our customers when our sales professional fails to leverage on the benefits of clinical-based selling.



### DATE

06-07 May 2021  
18-19 Aug 2021



### VENUE/ PLATFORM

Online live via Zoom  
or WebEx



### DURATION

5 Hours  
[9:30am - 12:00pm] x2

## OBJECTIVE

At the end of this course, you will be able to:

- Critically evaluate and summarise a study using known criteria of evidence-based medicine
- Use clinical studies professionally and effectively for product discussion and dialog

## OUTCOME

Clinical Based Selling helps you to:

- Create competitive advantage by building a deeper and trusting relationship with healthcare professionals
- Drive revenue by improving closing ratios

## WHO SHOULD ATTEND

- New or experienced sales professional
- Sales manager
- Marketer
- Medical scientific liaison officer



## METHODOLOGY

ONLINE - Using a combination of prework, case study discussion, presentation & skill practice activities, participants learn to effectively utilize clinical reprints when interacting with healthcare professional

## PROGRAM OUTLINE

**DAY** • The important concepts and terminologies used in pharmacology

- 01**
- Phases & types of clinical studies
  - Understanding the common terminologies and their implication in clinical studies
  - The presentation format of clinical studies

**DAY** • Learning how to present a study presentation

- 02**
- 60 seconds clinical based selling
  - Skills practice

## FACILITATOR

Lau Yee Chiew

## PROGRAM FEE

### 06-07 May 2021

Early Bird:  
USD430 (MYR1,690)/ pax  
Early bird by: 15 Mar 2021

Regular:  
USD480 (MYR1,890)/ pax  
Closing date: 15 Apr 2021

Group (≥3):  
USD430 (MYR1,690)/ pax  
Closing date: 15 Apr 2021

### 18-19 Aug 2021

Early Bird:  
USD430 (MYR1,690)/ pax  
Early bird by: 15 June 2021

Regular:  
USD480 (MYR1,890)/ pax  
Closing date: 15 Jul 2021

Group (≥3):  
USD430 (MYR1,690)/ pax  
Closing date: 15 Jul 2021

The price quoted is subjected to local government tax

To find out how we can help you, your team, your leaders and your organisation be even more effective, contact us at: [willy@LNSinternational.com](mailto:willy@LNSinternational.com) | [yeechiew@LNSinternational.com](mailto:yeechiew@LNSinternational.com) | [sayfoong.tang@LNSinternational.com](mailto:sayfoong.tang@LNSinternational.com)