



PRESENTING YOUR ON-AIR SELF IN PHARMACEUTICAL SALES

- Have you been overlooked for a promotion?
- Do you get the runaround from management when you state that you want a more visible role in the company?
- Have you sensed others moving away from you at meetings or gatherings?
- Have your sales decreased in spite of excellent new drugs and marketing strategies?
- Are you unsure of what to say and how to dress on a sales appointment?
- Are you aware of the non-verbal messages you're communicating?

Your sales performance is assessed and measured way beyond your commissions. In the US, drug companies spend \$19 billion a year on promotions. Pharmaceutical marketing executives know that success isn't only about product effectiveness, but about packaging and perception. Similarly, when you go to work, you are selling yourself verbally and non-verbally to your customer base and the world. You're competing with about 100,000 other pharmaceutical sales representatives in the U.S. What is it that your appearance and attitude are saying about you?

Depending on the company that you represent, you've been given rules to follow, but in addition to those, the unwritten rules involve some difficult-to-navigate nuances and it is erroneously assumed in some cases, that you come to the company knowing what's acceptable. With the wide range of embarrassing possibilities, there's a good chance that you'll make a mistake sooner or later.

Professional etiquette can and will have a long lasting impact on your career growth or very possibly, on the company that hired you. In this presentation, Kim Jacobs assumes very little in terms of your professional disposition, appearance, geographical differences and various organizational standards.

Sales representatives will learn:

- The importance of professional etiquette & credibility factors in the workplace
- What you're expected to know about the culture of your workplace
- How to minimize what is likely to prevent your success so that you can recover quickly & avoid causing a bad impression
- Embarrassing on-air examples of poor comportment
- The #1 reason many companies are returning to a more formal dress code & what to do about dress code uncertainty
- How serious appeal trumps sex appeal and the 5 classic signs that your "look" isn't working for you
- 3 appearance myths to overcome
- What 93 percent of managers polled said influences your chance of earning a promotion
- Workplace wardrobe tips for women & men
- 8 unwritten rules you cannot afford to break
- Simple basics on dining and tipping so that you don't embarrass yourself, your customer or your boss
- The most common non-verbal behaviors that negatively impact performance
- 11 guidelines for conversation etiquette
- How to improve your overall performance with 20 guidelines for professional behavior in the workplace

Kim Jacobs is the Telly® Award Winning talk show host of Daily Balance with Kim Jacobs and CEO of Kim Jacobs Unlimited, Inc. She has learned a thing or two about verbal and non-verbal cues that on-air guests communicate. With her prior 10 year experience as a pharmaceutical sales top performer and managing pharmaceutical representatives, she offers essential, high content and compelling presentations for sales representatives.

(Available in half day to full day workshops)

Kim Jacobs Unlimited, Inc.
10130 Mallard Creek Road, Suite 300 • Charlotte, NC 28262
Phone: 704/944-3548 • FAX: 704/944-3101
info@dailybalancewithkim.tv • www.dailybalancewithkim.tv