Be Brief. Be Bright. Be Gone.: Career Essentials for Pharmaceutical and Biotechnology Sales Representatives

By Jay Frost

iUniverse, United States, 2005. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.A great way to jump-start your career in pharmaceutical and biotechnology sales! Be brief, be bright, be gone is the philosophy that launched David Currier to a successful career as a pharmaceutical sales representative. Simply stated, this approach encourages aspiring sales professionals to: Be brief-Keep your sales presentations short and to the point. Be bright-Understand your product and its clinical context. Be gone-Respect your customer s time. But that is only one piece of advice an aspiring representative should retain from this book. This book also covers: Pros and cons of a career in pharma/biotech sales How to land a job with a major pharma/biotech company Getting to know your customers (physicians and hospitals) Selling skills, basic etiquette, sales call basics .and lots more, including 10 key tips that help ensure long-term career success. This is the book that top pharmaceutical and biotech sales trainers have asked for! I wish I read this book when I got started. It is easily the best book I have seen on the subject. -Ellen F. Simes, Springfield, MA, Pharma/biotech trainer Anyone...

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