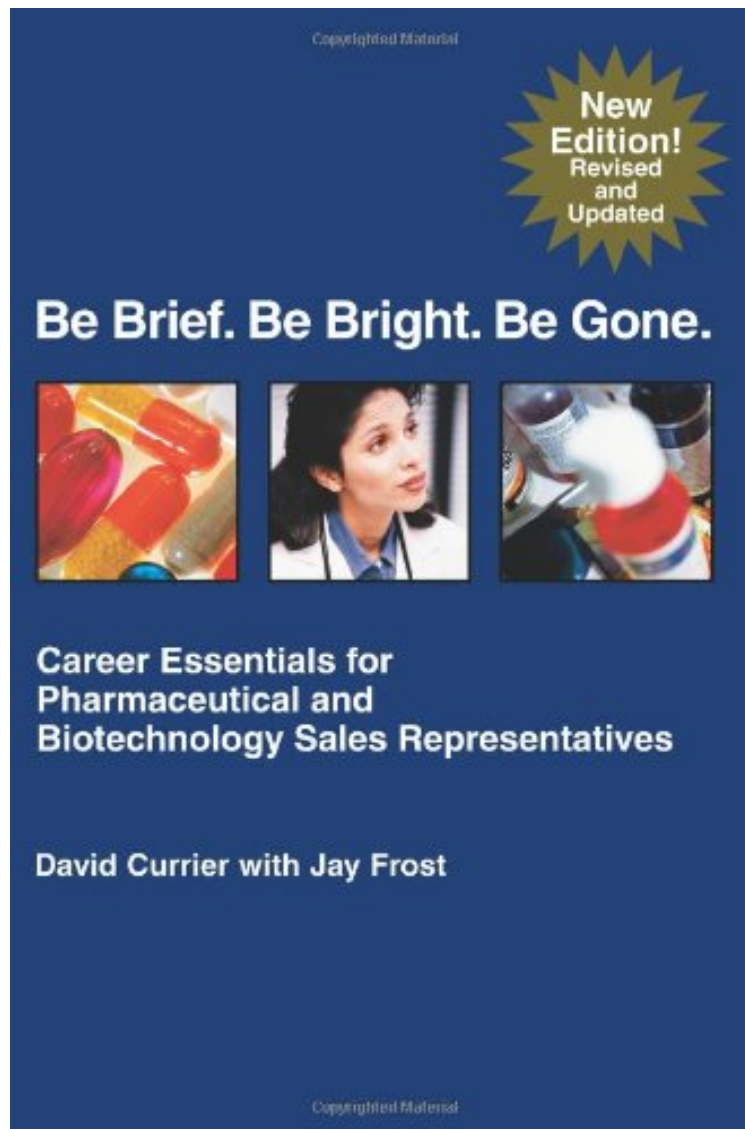


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Be Brief. Be Bright. Be Gone.: Career Essentials for Pharmaceutical and Biotechnology Sales Representatives

Jay Frost

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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 salesHow to land a job with a major pharma/biotech companyGetting 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 even thinking about a career in the industry should read this book."-Pam Marinko, Wilmington, NC, Pharma/biotech trainer"Wow! Very well done. Some really good information for folks just starting out-and for veterans like me, too."-JoAnne Skypeck, Holyoke, MA, Pharmaceutical sales representative

About the AuthorDavid Currier is currently a performance improvement manager for a premier biotechnology company. Previously, he was a consultant to the pharmaceutical industry at a training firm. He also worked at a leading pharmaceutical corporation for several years as a sales representative and sales training manager.Jay Frost is a freelance writer who has authored several books on managed care. He has also prepared text for dozens of sales training manuals, newsletters, workshops, audio/visual scripts, CD ROM programs, and web pages.