



# THE SCIENCE OF SELLING TO SCIENCE

Proven Sales Tactics for Life Sciences



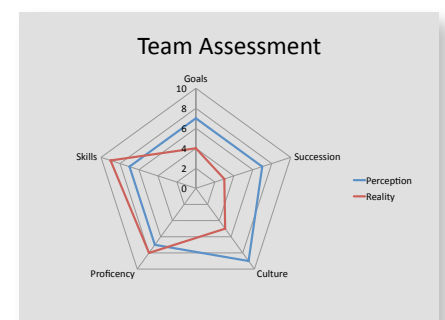
## THE SCIENCE OF SELLING TO SCIENCE

*Effective selling is one of your organization's top priorities and investments. **THE SCIENCE OF SELLING TO SCIENCE WORKSHOP** is designed to amplify your sales team's strengths and provide proven tactics to address weaknesses. The workshop specifically adapts traditional and fundamental sales tactics and methodologies to the unique demands and expectations of life science buyers.*

**THE SCIENCE OF SELLING TO SCIENCE WORKSHOP** involves three key steps:

- **LISTENING** – Individual and team assessments - presentation and proposal review - the assessments cover key success dimensions spanning culture and succession to proficiency and knowledge.
- **INTEGRATION** – Incorporation of key discoveries from the evaluations into the workshop curriculum.
- **ENGAGEMENT** – An interactive, half-day workshop to bolster sales effectiveness and proficiency

Each program concludes with a sales management and stakeholder debrief that includes a forward-looking roadmap tailored to the specific sales team.



# THE SCIENCE OF SELLING TO SCIENCE CURRICULUM

The workshop curriculum covers imperative sales fundamentals and best practices across the entire life sciences sales cycle:

| SALES CYCLE                | FUNDAMENTALS               | TIMING                          |
|----------------------------|----------------------------|---------------------------------|
| -Lead Generation           | -Active Listening          | <u>Week 1:</u>                  |
| -Opportunity Qualification | -Defining Success          | -NDA                            |
| -Initial Contact           | -Anatomy of Sales Meeting  | -Agreement                      |
| -NDA                       | -Territory Plans/Forecasts | -Schedule Workshop              |
| -Initial Meeting           | -Differentiation           | -Schedule Interviews            |
| -Request for Proposal      | -Pricing Optics            | -Schedule Presentation Overview |
| -Proposal Preparation      | -Negotiation               | <u>Week 2-3:</u>                |
| -Proposal Delivery/Defense | -Objections                | -Review Proposal Document       |
| -Proposal Refinement       | -Selling Questions         | -Conduct Interviews             |
| -Negotiations              | -Consultative Selling      | -Review Presentation            |
| -Verbal Close              | -Value-Based Selling       | -Customize Workshop             |
| -Written Commitment        | -Myth of Excellence        | <u>Week 4:</u>                  |
| -Contract                  | -Competition               | -Conduct Workshop               |
| -Program Kick-Off          | -Closing                   | -Management Debrief             |
| -Operational Transition    | -Credibility               | -Satisfaction Survey            |
| -Invoicing                 | -Communication             |                                 |
| -Success Deposits          | -Leveraging Time           |                                 |
| -Issue Resolution          | -Selling Styles            |                                 |
| -Up/Cross Selling          | -Buying Styles/Types       |                                 |
| -Repeat Business           | -Driving Decisions         |                                 |
| -Project Conclusion        | -Goals                     |                                 |
| -Reference/Testimonial     | -Stats & Stories           |                                 |
|                            | -Incremental Dividends     |                                 |

“Scott’s workshop gave me new tools and techniques that had an immediate and positive impact on my day to day sales endeavors. I was able to use my new knowledge to advance several deals.”

*-Director, Business Development, Contract Research Organization*



“We have definitely seen an increase in sales since [the workshop]. I could see each team member leveraging the new knowledge in their own unique ways - performance metrics improved across new meetings and proposals immediately.”

- President, Clinical Services Company

### **FACILITATOR - SCOTT BALLENGER, RPh**

Scott Ballenger has been selling to the life sciences industry for 20 years. As a ‘player-coach’ sales professional, Scott has built high-performance sales teams and mentored highly successful sales individuals. Using the exact tactics and methodologies of **THE SCIENCE OF SELLING TO SCIENCE** Scott has helped his last 18 sales recruits produce sales within their first 90 days.

Scott’s sales expertise includes:

- Listening
- Defining Success
- Hiring/Firing
- Compensation
- Training
- Differentiation
- Pricing
- Negotiation
- Credibility
- Cross Sales
- Repeat Sales
- Customer Service
- Lead Generation/Qualification

The difference between consultative selling and consultation is the difference between what to buy and what to do

Is your team counseling clients on what to do - or what to buy?

**THE SCIENCE OF SELLING TO SCIENCE WORKSHOP** is highly practical and actionable. Now, all you have to do to obtain and deploy the benefits of the workshop for your sales team is **TAKE ACTION** -

Contact Scott Ballenger to set up a workshop for your team.



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