

Medical Sales Made Simple

Lee Shumate gets through the gatekeeper

Problem

Doctors are notorious for being unwilling to talk to salespeople. Given they are busy seeing clients all day, it's understandable. Unfortunately for salespeople there's no way to get through to them, unless you're incredibly creative and thoughtful, like Lee.

Action

Realizing traditional, even friendly tactics of a typical salesperson would not work, Lee took innovation by the horns and approached them with an offer they couldn't refuse.

Lee noticed the supply closet for medicine samples was in disarray and the responsibility to keep it tidy fell to the receptionist, who never has time to keep it to the standards required by Federal law, since medicine, even samples, are often controlled substances.

Lee volunteered to clean and tidy their sample closet at no charge, as a courtesy to the receptionist.

The hours Lee spent in the closet were rewarded because Doctors would come to the sample closet for supplies, see her and out of curiosity, ask why she was there, since they recognized Lee was not part of their normal staff. This gave Lee the opportunity to start a conversation, which led to the chance to offer her products as an alternative.

Result

That quarter, Lee was honored as top sales producer for a brand name drug that was 'off formulary' which means there were cheaper generic alternatives available. Lee Shumate's persistence won out against price in every Doctor's office she visited.

Lee Shumate can help you succeed even when price is an issue.

Find out more: <http://www.linkedin.com/pub/lee-shumate/15/570/94> or call (###) ### ####.

