

Are you an Influencer?

How to become influential and
persuade in Pharma





Confidence

Importance

4) I am tuned in to other’s perception of me.

1 2 3 4 5

1 2 3 4 5

For example:

- *People I try to influence see me as trustworthy, credible and an expert in the area I am trying to influence.*
- *I know the issues that are of importance to my industry and the person I am trying to influence.*
- *I focus on finding our common win.*
- *I know how to build my trustworthiness.*

5) I know what to say and what not to say.

1 2 3 4 5

1 2 3 4 5

For example:

- *I listen more than I talk.*
- *I know what questions to ask to increase my influence.*
- *I know and use the researched persuasion techniques.*

6) I know exactly what I want my audience to do differently.

1 2 3 4 5

1 2 3 4 5

For example:

- *I take time to set a goal before I embark on the effort to influence behaviour.*
- *I articulate clearly the behaviour as it is now and what I want it to be before I embark on my efforts to influence.*
- *I know the 10 steps to properly set a goal.*

7) I know what to do differently in my influential efforts for each step of behaviour change.

1 2 3 4 5

1 2 3 4 5

For example:

- *I know why and how to create a disorienting dilemma to initiate change.*
- *I use testimonials effectively.*
- *I incorporate adult learning principles.*
- *I reinforce, enable and remind the person.*
- *I probe for barriers they may be experiencing.*
- *I use powerful stories and engage people’s emotions and then back them up with facts.*

What if.....? YOU HAD A PLAN TO ENHANCE YOUR ABILITY TO INFLUENCE



- 1) What would it mean to you?
- 2) How much time could you save?
- 3) What results could you achieve?

IT IS POSSIBLE!

The literature is bursting with ideas but the problem is that most of us don't take the time to learn or apply those ideas.

How many studies and seminars have you read or attended on your product? - 20, 30, 40?

How many studies and seminars have you read or attended on how to influence behaviour? - 0, 1 or 2?!

NOT SATISFIED WITH THE STATUS QUO? Here are 3 ideas....

- 01 Download (at www.excellerate.ca) a list of my top 10 favourite books on how to influence and persuade.
- 02 If you are interested in learning how to **increase your ability to influence** specifically **in health care**, you may be interested in Excellerate's:
 - Keynotes,
 - Workshops
 - ConsultingContact jill.donahue@excellerate.ca to learn more.
- 03 Sign up for CCPE's new course "**PERSUASION Rx: How to Influence Ethically**". It is getting rave reviews including:

- *"Having taken 14 CCPE courses, this was truly my favourite! It is engaging with impact. It gave me a step by step plan to achieve my goals and strengthened my ability to influence ethically."*
Donna Racco, RN, CCPE, Territory Manager, Solvay Pharma Inc.
- *"I thoroughly enjoyed PERSUASION Rx. As I was going through the course, I could immediately think of docs that fit into the different steps. Great course - highly recommended!"*
Sandra Knapps, Professional Customer Specialist, Janssen Ortho Inc.
- *"I loved it. I loved that you have a good sense of humour - you are genuinely funny. I loved that it was so focussed for my industry. This really helped me know how to be memorable and influence my clients. I am recommending it to anyone who will listen!"*
Erica Bell, HBSc, MA, Sales Rep, Merck



"PERSUAION Rx: How to Influence Ethically"

Will this course help YOU?

LEARN MORE BY:

1. Visiting <http://www.excellerate.ca/persuasionrx> and clicking "Is this course right for you?"
2. Reviewing the brochure found at <http://www.excellerate.ca/persuasionrx>
3. Contacting the author at 905-841-1137 or jill.donahue@excellerate.ca

-ABOUT THE AUTHOR- **Jill Donahue**



After being frustrated for years with why physicians would not change their behaviour, Jill Donahue now presents internationally on how to influence behaviour change in healthcare. With a Masters degree in Adult Education focusing on physician behavior change, and awards for published papers and research projects spanning over a decade; she brings a strong academic background to her work.

What marvels her pharmaceutical clients however is her talent to translate the theory of behavior change to the practical application to help them achieve measurable results.

Says one client ***"You were the 'tipping point' in my career as a sales manager. After working with you, I have seen a 30% increase in sales results."***

Her most recent publication, *PERSUASION Rx: How to Influence Ethically* is getting rave reviews. (It is published through the Council for Continuing Pharmaceutical Education as a distance education course.)

If you found the information in this article helpful, you can also visit www.excellerate.ca to subscribe to her complimentary e-newsletter for monthly tips and ideas about influence and leadership.

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