

What are people saying about

PERSUASION Rx: How to Influence Ethically?

1. I couldn't stop reading. I kept thinking "OMG I could try this. OMG I could try that.....There are so many ideas I didn't know... and things I've learned over the years - but they had never been brought together like this or reinforced..... I plan to read my highlights over and over again. There are so many things I want to try.... I feel like my brain is going to explode! Takes what you think you know to the next level. Puts everything we know about selling in this industry together. Helps you to think outside the box. **Kim Traplin, GP Rep**
2. I must say, in the six to eight weeks that I took to read, review and complete the course, that I obtained many good lessons and advice that I can integrate into routine practice with physicians on a go forward basis. It fit like a glove! **Michael Coady**
3. I have taken more than 10 CCPE advanced courses and this is by far the most practical course I have taken to date. The SUASION staircase is a concept that can be incorporated into any selling discussion for any product with any type of physician. I would recommend this course to any Pharma rep. **Michael Wacasey, Specialist Rep**
4. As an industry we tend to focus on our internal training on evidence, science and product messages to influence the actions and advocacy of our external stakeholders. While these are important, we can generate more advocates for the value of our innovative medicines by further developing our ability to engage our audience. The Persuasion course helped me understand and communicate the importance that trust, emotional intelligence and dialogue have in creating the desired changes in behaviour. Simply put, engage the heart and the head will follow. **Kirby Smith, Policy and Communications Manager**
5. I absolutely loved this course! To be quite honest I have a hard time putting the manual down (no exaggeration). Although I have been through some great training exercises/programs with my company this course has not only helped to reinforce my previous learnings but also taught me a lot of new information and given me another approach to tackle the challenges of changing physician behaviour and therefore providing significant benefit to patients. **GP Representative**
6. The Persuasion Rx course has been without a doubt one of the best initiatives that we as an entire sales & marketing team have done together. We have been told many times that the reps that have taken this course stand out among those that have not. **Nicole Simpson, Training Manager**
7. I loved it. I loved that you have a good sense of humour – you are genuinely funny. I loved that it was so focused 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**
8. Excellent content and structure to this course. I have used it to enhance my people management and customer relations. It is by far the most practical and valuable CCPE course I have taken to date.

9. This is the wave of the future for Pharma... OUR clients expect and deserve nothing less. BY Giving to our Clients what they need we will get more in return... the time is now. **Lanctot, Specialist Rep**
10. It's an easy read with a lot of valuable hands on actionable steps. The exam is only 1 hour long. – **District Manager**
11. When deciding to take this course I was a bit nervous about how my company and my manager would perceive my choice in a CCPE program but after seeing the impact that this course has had on the way that I approach each sales call and think about the business it has been a win win/win for all of us!
12. I have already run a 1 hour teleconference for my whole region of 12 reps and a manager to discuss the benefits of the course and how to use the SUASION technique. **Hussein Wehbe, Specialist Rep**
13. The subject matter is interesting, impactful in all areas of your life, and ultimately helps to increase sales which is what we are all striving for. When I tell other people about this course, they are always interested to hear how to influence ethically, and the steps on the suasion staircase. **Nicole Brown, Regional Sales Trainer**
14. This program will empower you with the knowledge and skills to "think out-side of the box" and gain more time with your customers. It is actually a very engaging course and probably the most practical and applicable of all the CCPE courses I have taken to date **Julie Richards, pharma rep**
15. I loved this course! It really makes you think about your everyday calls with your GP's and in your everyday life. I think every rep should take this course. **Clare Humphries, Specialist rep**
16. It really helped me to think of new and different approaches to my "challenging" sales calls. What I learnt is applicable to both my professional and personal life.
17. Let them know this is not just about improving your influence professionally this also benefits you personally. I have applied these principles to my personal life and it has helped me a great deal with how I approach situations with my teenage sons. Everyone has their challenges, at work, at home, or in their marriages.
18. Great Course! Very practical ccpe exam that you can apply to your daily selling skills. Beneficial for everyone and everyone will gain something from it. **GP Representative**
19. In order to develop tools for our health care professionals, we need understanding what stage of the continuum their behaviours fall into. Once we fully understand that and the language associated with it, we can then ask the right questions in order to move them along the continuum. In order to build/develop/implement we need a strong foundation, this program is that foundation. Without it, it's possible that we are building on a "see-saw". **Marketing Manager**

20. I have taken more than 10 CCPE advanced courses and this is by far the most practical course I have taken to date. The SUASION staircase is a concept that can be incorporated into any selling discussion for any product with any type of physician. I would recommend this course to any Pharma rep.
21. After 20 plus years in the industry we sometimes fall into old "sales" habits - this gave me the opportunity to learn new ideas and approaches. It was different from all the other programs. It was relevant to my job and something that would provide value. **Mary Condie, Specialist Rep**
22. I would call this the answer for those of us with a few years in who need a different level of thinking to apply to our activities and even our personal lives!
23. You have to prioritize in life. The time you take to do this course will save you time in the Dr's office in the future, plus it will boost your sales (and everything that goes along with that...ego, bonuses, etc). It will also make you a better salesperson, a better deal closer, a better listener, a better Mom/Dad. It applies to all aspects of life, not just in sales. So in order to save time, you should make time for this course. **Karine Lanouette, GP Rep**
24. I would tell a colleague that the Rx Persuasion course is a way of thinking, approaching, operating in an ever-changing environment where we shift our thinking from delivering key selling messages and samples to one of dialogue and shifting approaches to disease management. It enables one to consider the steps involved to develop trusted partnerships and build long term relationships to provide value to physicians and other HCP. This also applies to everyone in our lives. This is a lifelong investment for all your interactions. **GP Representative with 28 years experience**
25. Taking this course would be well worth it, as there is so much that you can apply to your daily work life (and personal too!). I've learned that when I speak to others, I can immediately visualize where they are in their decision-making and what are the next steps that I should focus on to propel them forward. **Delna Sorabji, CHE Manager**
26. This is one of those programs that is transferable to whatever role you play in the industry. The applications of the skills can be used in any area. **Kelay Ohlhauser, Specialist Rep**
27. Everyone in our organization should take this course, both on the sales and marketing side so we would all be speaking from the same understanding. As an example, I would like to call the HCPs who I call on, "Partners" to ensure we have the same mindset when we talk about them, but it's hard when they're always referred to as "customers". It's a mindset that needs to be changed if we are going to make an effective change in HCP's offices. I think I will actually talk about it today with my Manager about asking her to include it on my team's development plan. Then, she can also suggest it to the other regional managers. **Sandra Haltrecht, GP Rep**
28. Understanding the sales calls and all interactions involve steps and process that can benefit both parties. Understanding the various steps can save time and make the entire process more rewarding. **Derek Vilneff, Rep**

29. I personally feel more valuable and I get more time with doctors. I would recommend based on the fact if you want to have a more engaging discussion with a doctor about their needs and how you can be solution orientated with your product, or educational activities or resources materials, or quite frankly something outside your scope- this course will open doors for you to be an added resource or partner. **Donna Racco, GP Rep**
30. Completing this program allowed me to analyze my personality and attributes as a salesperson, and brought me back to understanding what was truly important to me- a true partnership between me and my customers! It helped to create my success in a new specialized role. **Alison Funk, Specialist Rep**
31. This is a great course simply because the implications of taking it go well beyond sales. It gives you insight into others perspective on what you are trying to influence so that you can adapt to their needs and give become part of positive change. **Tim Hoy, Executive Hospital Rep**
32. We are all striving to improve ourselves and be the best we can be. The time spent on this course moves you in that direction. **GP Representative**
33. We cannot afford to continue doing business the way we have in the past. It is time to become more sophisticated in how we engage our customers. If you experience poor access, customer apathy or low retention of key messages then it is time to invest in changing your approach [with Persuasion Rx]
34. It was different from all the other programs. It was relevant to my job and something that provided value. **Wendy Hardcastle, GP Rep**
35. I have been waiting a long time to take something like this. I actually used to browse the bookstore "sales/marketing" shelves to see if I could find anything that could help. This is it! **Nicole**
36. This program helped me identify where my customers were in terms of buying into an idea. Based upon where they were, I was better able to adapt to the needs of my customer and provide value.
37. It will change the way he/she plans their calls for physicians and helps to map out long-term and short-term objectives with customers.
38. This program has changed the way I approach people in every aspect of my life. I look at my daily interactions differently now using the approaches I learned when communicating with my children, friends, co-workers, KOLs, etc. My ability to persuade/influence has improved however I am continuing to practice and improve this new skill. **Susan**
39. Understanding the sales calls and all interactions involve steps and process that can benefit both parties. Understanding the various steps can save time and make the entire process more rewarding. **Derek**

40. This course helped me understand why I was struggling in certain scenarios and gave me the language and tools to overcome them.
41. With over 25 years experience in pharma industry and having worked in three continents; I would have imagined that there is not much left for me to learn in pharmaceutical selling or for learning to how to influence a physician. The CCPE program by Jill Donahue (Speaker, Author, Consultant on Behaviour Change in Healthcare; Founder / Excellerate): **"Persuasion Rx - How to Influence Ethically"** has not only helped me to sharpen my selling skills but by applying the SUASION Staircase; I have also been able to better my relationship outside of my work. Jill engaged a smooth writing style with witty inclusions, bringing a real effervescence to the learning experience. This is just not another CCPE course that you would study to add one more course in your list of achievements but is a program that would work with you in your success throughout your life and help you to have better understanding of your partner (be it a family member, a friend or a customer). I strongly recommend **"Persuasion Rx - How to Influence Ethically"** to everyone in the pharmaceutical fraternity. **Jag Sindhu**
42. This is my 18th CCPE and I don't recall getting involved or enjoying a course as much as I did with this one. I find myself, and only a day after I wrote my Exam and passed with flying colours, using the materials I learned to explain things and relate to people in ways I have never done before. Whether it is my personal or professional life, I think you made an impression on me. Thanks a million and keep up the good work.
43. I truly recommend that all of you consider this course as your next CCPE course. I find myself using the ideas in this course now without even having to think about it. It is starting to come to me Naturally. **Hussein Wehbe** (who is now 1 of 6 people to have earned CCPE's highest award for completing 21 courses)
44. Thank you very much for this interesting and helpful course. By the way, I've been in the pharmaceutical business for 20 years....this is the first time I really enjoyed a "selling" program. **Laurie Bennett**
45. I LOVE IT...and yes I am shouting :)) The material is riveting,...This takes my thoughts and thinking and puts them into concrete material. When I am finished, I want to present this as a course all manager's at my company should take. **Judy Power**
46. Your program has "energized" me which is always a great thing. **Karen Berg**
47. I really enjoyed your course and have tried some of the questions and they really work! I have been in the business since 1989 and have taken many courses (too many to count) and yours is by far the best one -so congratulations. **Mary-Ellen X Rennie, B.P.E., CCPE, CV Rep**
48. PERSUASION Rx has had a definite impact on me. I use the ideas daily with my doctorsand with my two daughters! I have recommended this course to my teammates and my wife. And, I will be presenting my learnings to those interested. **Stephen Maltby, Territory Manager**
49. I'm not a book reader yet I got sucked into the binder when I got it since it was telling a story of rep just like me. I learned a lot and really enjoyed the course. **Vineet Gupta**

50. It was fantastic - completely applicable to both my personal and professional life. **David Crosier**