

Sales Job Preview Script

Gary:

Hi, my name is Gary Leach, and I'm a district manager with Eli Lilly and Company.

As a sales manager, I have two main areas of responsibilities:

- One is driving the sales results of my district.
- And the other is developing the skills and talent of my people.

At Lilly, we've believed, for a long time, that our people are our most valuable asset.

Whenever I talk to groups, they typically have 2 questions:

- One is – “What is a normal day like for a pharmaceutical sales representative?”
- The other is: What type of qualities are you looking for?”

Let's look at a typical day of sales representatives calling on physicians in the field:

Narrator:

As a Lilly sales representative, you will be responsible for preparing for each sales call and defining what elements will make the call successful.

This means you will review your daily call list to determine the best strategy and sales tool to use during the call.

You may need to prepare product samples.

And, you may sell with another Lilly sales partner or business partner.

When entering your customer's office, it's important to greet the office staff, address their needs, then continue preparing for the call while you wait for the physician.

You will need to select the best sales tool that allows you to engage the physician and focus on the patient.

Providing breakfast, lunch or dinner to the physician and their office staff is not uncommon.

And, you might need to restock product samples.

You may also coordinate and schedule patient education sessions.

After each call, you will be required to evaluate the success of the call and identify areas for follow-up or improvement.

You will be required to enter details of the call into your computer, including tracking information of product samples. These call notes will help you gain learnings from that call and help you plan for the next one.

Narrator:

Being a Lilly Sales Representatives can have its challenges. You may find it difficult to gain access to physicians.

And, once you do gain access, you may have trouble convincing some physicians to write prescriptions for the products you sell.

Gary:

I hope that gives you an idea of what a typical day is like for a sales representative. All I can tell you is that each and every day is different and exciting.

The goal for each call is relatively the same:

- to discuss patient care with a physician,
- what their needs are,
- and how your medication will help benefit their patients.

The second question then, is “What qualities are we looking for in our top sales representatives?”

Narrator:

There is no all-inclusive list, but the primary qualities that the best Lilly sales representatives have in common are:

- Strong communication skills
- A hunger to learn. This is someone who assimilates information, welcomes feedback and applies it to their selling skills
- Relationship building skills
- Professionalism
- And a commitment to people, integrity, and excellence.

Gary:

If you have these qualities, we can teach you the rest.

Please send us your resume at:

www.lilly.com/careers

I look forward to interviewing you soon.