

**CCPE offers you a unique  
opportunity to**

**ATTAIN SKILLS  
THAT PERFORM!**

# 7 SKILLS of a Highly Successful Rep

A practical tool to guide the pharmaceutical sales representative development efforts.

## **Who is it for?**

“7 Skills of a Highly Successful Rep” was developed for new or experienced pharmaceutical representatives in order for them to:

- Measure up against experts standard skills
- Identify technical skills that need to be further developed
- Access a personal learning and development plan
- Understand how they learn best
- Discover a wealth of resources in a unique professional development catalogue

## **What is it?**

“7 Skills of a Highly Successful Rep” is the first program that describes the technical competencies (skills) required for top performance in the sales representative role across the Pharmaceutical industry in Canada.

It is the result of the combined effort of a select group of 27 representatives from 15 Canadian Pharmaceutical companies who defined and validated its contents:

- 7 sales technical skills,
- 38 technical tasks,
- 158 fully described sub-tasks.

This program does not compete with the corporate values or the behavioural competency model you might already have in place.

The program is delivered as a complementary toolkit for the self-development of successful pharmaceutical representatives.

The skills framework is accompanied by 3 practical components:

1. Self-assessment tool to evaluate current level of proficiency
2. Learning guide for competency development
3. Searchable Learning Catalogue (over 1500 references) quarterly updated on our web pages, to select what to learn from:
  - Books, articles, websites
  - Audio, video and e-learning documents
  - Courses, workshop and continuing education programs

## **Why was it created?**

“7 Skills of a Highly Successful Rep” is designed to complement the current competency model and organization development process utilized in pharmaceutical companies.

CCPE’s goal was to clearly articulate the requirements of the role of the pharmaceutical representatives, as well as to initiate a first attempt to define general competency standards.

Since 1969, CCPE has provided an educational program to establish improved professional standards within the Canadian pharmaceutical industry, to better meet the needs and expectations of our internal and external stakeholders in the healthcare industry. CCPE is in a good position to define the official Pharmaceutical representative Learning and Development Framework.

## **How and when can you acquire it?**

Copies can be purchased from CCPE in printed format. The electronic edition of the Learning Catalogue can then become accessible from our web pages. For more information, please consult our web page at [www.ccpe-cfpc.org](http://www.ccpe-cfpc.org) or [www.7skills.ca](http://www.7skills.ca).

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