

PERSUASION Rx: How to Influence Ethically

(1st edition)

"You can't catch a caterpillar with a butterfly net."



CCPE, together with Excellerate developed a much needed program. This new and exciting program teaches pharmaceutical associates FROM ALL DEPARTMENTS how to apply the art and science of influence and persuasion; the two pillars of behaviour change.

excellerate

Richard inched his way down Avenue Road through the rush-hour traffic toward an event that, until recently, he had privately dreaded – the quarterly cycle meeting with his team. He was stopped at a red light when a smile came to his face. “I wish I knew then what I know now,” he thought. He had been frustrated not knowing how to help his team enhance their influence with the doctors.

He couldn't help but be amazed at how the times had changed since he was a rep in Calgary. The associates were doing their best, but it seemed impossible for them to achieve the same influence that Richard had 'back in the day'. Richard remembered how he felt just a few months ago, before taking the program - like he and his group didn't quite know what to do or say to achieve the influence they were being paid for. Now he had new ideas and a plan. The light ahead of him turned green. As he accelerated, he breathed a sigh of relief.

Are YOU an influencer?

Think about the last time you tried to change what someone was doing:

- A doctor's prescribing habit,
- Your boss's position on your proposal,
- Your spouse's eating habits.

Now think about how you approached the situation:

- Did you tell or listen?
- Did you avoid the biggest mistakes people commonly make?
- Were you compelling?

In the end, did you confidently approach your challenge, knowing that who you are combined with what you did or said would move the person forward to the desired behaviour?

In a survey conducted by CCPE, a group of 80 Canadian Sales Managers confirmed two years in a row that changing physicians' behaviour was the most important skill that pharma associates need to develop.

PERSUASION Rx: How to Influence Ethically (1st edition)

CCPE, together with Excellerate developed a much needed program. This new and exciting program teaches pharmaceutical associates FROM ALL DEPARTMENTS how to apply the art and science of influence and persuasion; the two pillars of behaviour change.

Why learn about influence and persuasion?

In short, learning how to influence effectively can change,.... well, everything!

Your livelihood is based on your ability to influence change; ultimately, influence optimal patient outcomes.

On top of influencing external customers, it is critical to influence those within our organization; our colleagues, our team and our bosses.

There is nothing more frustrating than failing in your efforts to change yourself or others: similarly, there is nothing more elating than successfully effecting change. One of the greatest professional rewards that you can have is to experience change in others for which you have been the catalyst.

Why learn about it NOW?

There has never been a better time. More has been learned about influence and persuasion in the last 20 years than in the entire history of neuroscience. And it is here just in time! Our business environment has changed drastically and we need new ideas, fast. The ideas are now available to anyone who knows enough to ask for them!

Why not? What do you have to lose?

Join Richard on his journey as he discovers how to increase his influence and persuade more effectively. By the end of the journey you will have new ideas and a proven system to apply to your own challenges so that you too can influence others more effectively.

Producing results

We want you to get the most from your investment of time, effort and money in this program. Our goal is not merely to have you complete this program, but rather to prepare you to produce results! To that end, we offer five steps of learning:

Step I – complete pre-program survey “Are you an Influencer?”

Step II – read introduction and Module 1

Step III – complete interactive online Module 2 and then read remaining 12 modules, capture ideas and set goals

Step IV – practice new ideas and discuss them in a virtual online community, *optional - participate in telephone coaching and live workshops (extra fee)*

Step V – write level 1 multiple choice exam, *optional - write level 2 essay application exam (extra fee)*, post-program survey, celebrate and share your success

Next Step

You can register for “PERSUASION Rx: How to Influence Ethically”, through our website at www.ccpe-cfpc.org or by calling 1-888-333-8362.