

TRAINING NEEDS SURVEY

Name: _____

Region/District: _____

Date: _____

Return to Training Department via facsimile (000-000-0000)

SALES REPRESENTATIVE TRAINING

The following is a list of knowledge and skills that may represent needs for improved performance among company sales representatives.

Circle a "1" (High Priority), "2" (Medium Priority), or "3" (Low Priority) next to each item indicate how important this area is for developing sales representatives in your region/district. You may add other priority needs at the end of this list.

**Circle a number for
Each item.
1 = High Priority
2 = Medium Priority
3 = Low Priority**

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|----|--|---|---|---|
| 1. | Prospecting skills..... | 1 | 2 | 3 |
| 2. | Pre-call planning skills..... | 1 | 2 | 3 |
| 3. | Face-to-face selling skills..... | 1 | 2 | 3 |
| 4. | Use of Consultative selling skills..... | 1 | 2 | 3 |
| 5. | Post-call analysis..... | 1 | 2 | 3 |
| 6. | Effective record keeping and follow-up after the call..... | 1 | 2 | 3 |
| 7. | Time and territory management..... | 1 | 2 | 3 |
| 8. | Effective customer service and customer communications... | 1 | 2 | 3 |

**Circle a Number for
Each Item.**

1 = High Priority

2 = Medium Priority

3 = Low Priority

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|-----|---|---|---|---|
| 9. | Effective use of selling tools (promotional literature.
clinical studies, etc) during the sales call | 1 | 2 | 3 |
| 10. | Evaluating and analyzing the territory for specific
selling opportunities..... | 1 | 2 | 3 |
| 11. | Evaluating individual customer potential..... | 1 | 2 | 3 |
| 12. | Evaluating quarterly, monthly, weekly, and daily
planning..... | 1 | 2 | 3 |
| 13. | Selling to major accounts..... | 1 | 2 | 3 |
| 14. | Selling to hospitals..... | 1 | 2 | 3 |
| 15. | Product knowledge-pharmaceuticals..... | 1 | 2 | 3 |
| 16. | Product knowledge-other..... | 1 | 2 | 3 |
| 17. | Product knowledge-over-the-counter products..... | 1 | 2 | 3 |
| 18. | Knowledge of health care delivery systems HMO's and
government/insurance policies..... | 1 | 2 | 3 |
| 19. | Competitive product information..... | 1 | 2 | 3 |
| 20. | Knowledge of reimbursement systems, where applicable.... | 1 | 2 | 3 |
| 21. | Knowledge of prescription drug laws, regulations
and practices..... | 1 | 2 | 3 |
| 22. | Knowledge of the company and who can provide
help..... | 1 | 2 | 3 |

(continued)

Circle a Number for
Each Item.
1 = High Priority
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|-----|---|---|---|---|
| 23. | Knowledge of company policies, including personnel policies, benefits, sales procedures and standards, good promotion practices, etc..... | 1 | 2 | 3 |
| 24. | Analyzing and interpreting sales reports..... | 1 | 2 | 3 |
| 25. | Knowledge of medical science including terminology, anatomy and physiology, body systems, etc..... | 1 | 2 | 3 |
| 26. | Knowledge of physician specialties, including prescribing habits..... | 1 | 2 | 3 |
| 27. | Selling to groups..... | 1 | 2 | 3 |
| 28. | Selling through hospital exhibits and trade selling..... | 1 | 2 | 3 |
| 29. | Selling to pharmacies..... | 1 | 2 | 3 |
| 30. | Selling to key accounts..... | 1 | 2 | 3 |
| 31. | Selling to wholesalers and distributors..... | 1 | 2 | 3 |
| 32. | Analyzing sales budgets and identifying opportunities..... | 1 | 2 | 3 |

ADD ANY OTHER PRIORITY NEEDS HERE:
