

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**

- | | | | | |
|----|--|---|---|---|
| 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 |

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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)

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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:
