

The Behavior Change Blueprint

As a medical sales rep, often you only have a matter of minutes to convince physicians to try your product or boost engagement with your solution.

So, how do you get better results from those quick conversations? By designing your communication to influence behavior change!

When you're red of losing money and time, try one of these



Your Current Barrier

Your Barrier Buster



The Status Quo

Your company has a product with a better clinical, strategic, or financial profile. Customers have so much on their plate already, and it can be tough for them to shift the way they think about patients in the exam room.

Common Frustration:

Your customer thinks the way they are doing things right now is fine.



Correction Trigger

What You Say:

"You probably never see patients that deal with this issue, do you?"



Why This Works:

We all love to correct others by nature. By suggesting that they don't see that patient, a response to correct you is triggered. This correction is in a positive direction for your desired outcome. If a customer agrees that they don't see that patient, it's best to find out earlier so you can dive deeper, or make the decision to professionally cut bait and move on.

When asking, "Do you have patients?" it's easy for them to say no. By taking a position for them, it activates the RAS and their brain won't allow them to ignore these patients in the future.



The Staller

It feels like you're making strides with a doctor and they are interested in your solution. You think, "Yes, they're going to move forward," but then they don't.

Common Frustration:

Your customer likes the tech, but has never moved forward with a procedure. They say all the right things with no action.



Trial Trigger

What You Say:

"It sounds like you're ready to try 'XYZ'. Are you against doing your own 10 case trial? (Yes) What's holding that back?"



Why This Works:

By going for the 'no', it forces the doctor to own that they are against the procedure. This can quickly bring you clarity.

It also allows the customer to feel in control, yet move in your direction. If they are against moving forward, follow up with a direct 'what' oriented question. Based on their answer you may be wasting your time. But more than likely, it will kick off the conversation for you to understand the true underlying barrier.



The Dabbler

Your customer does the procedure here and there, but not consistently. You know they have more potential.

Common Frustration:

Your customer says, "I'm treating all the appropriate patients when they're in the clinic." But they don't recognize that there is more available.



Impossible Trigger

What You Say:

"It seems like you're happy with your outcomes so far. The idea of doing more than (# per me) 10 per month is impossible right?"



Why This Works:

Physician training is mechanical. It can be difficult for them to change their treatment algorithm and see the new opportunities, given all of their responsibilities. Suggesting it's impossible forces them to explain and think through how it could be done.



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