

Do you want to increase your sales to pharmaceutical companies?

Last year's new PhRMA code changed the rules about using books as promotional items for healthcare professionals. This can directly benefit publishers – if you know how to use the new guidelines.

We conduct *one-day coaching sessions in your office* to show your employees how to sell more of your books to pharmaceutical companies

We will show *your* sales peoples how to sell more of *your* books to healthcare professionals. We explain exactly how to work within the new guidelines to find potential buyers your sales staff may never have thought existed.

Eliminate returns and improve your bottom line

Our intensive, full-day, roll-up-your-sleeves-and-get-creative events challenge your personnel to stretch their thinking and defy their old habits. Our interactive sessions uncover new ways to increase your business. In one mentally stimulating, yet enjoyable day, your sales people will discover proven as well as innovative ways to:



- **Work within the new guidelines to increase your book sales**

We will show your employees exactly what is and what is not covered, and how to sell more books without breaking the rules

- **Sell books where – and how – they are still allowed to be sold**

There are several segments of the pharmaceutical industry that remain unaffected by the new code. We will show you how to increase your revenue and profits there.

- **Become consultants to healthcare professionals**

You can become a leader in this segment by showing pharmaceutical companies how to use your books to become better educators. But first, your sales people must know what to tell them – and they will know what to say after they spend a day with us.

- **Suggest non-book alternatives as educational tools**

Our creative brainstorming sessions are sure to come up with new ways to increase your sales.

- **Make presentations that will convince experienced buyers that *your books are the best alternative***

When buyers are considering alternative suppliers, success usually depends on who makes the best presentation. Your employees will learn how to present your titles clearly, concisely, confidently and persuasively.

- **Get large-quantity orders – and set the stage for lucrative re-orders**

Your sales people will discover how to keep the lines of communication open for future business and recurring revenue

How can our sales-training sessions help your bottom line?

- **Customized information.** Your staff will discover new users, uses, target buyers, formats, segments and sales techniques for *your* books
- **No employee travel expenses** since we hold the meeting on your premises.
- **Expert advice.** Your coaches for these training sessions are Brian Jud and Guy Achtzehn. with over 50 years of combined, proven experience in publishing and selling promotional products. Brian was a sales manager, sales trainer and Director of Marketing for several firms in the healthcare industry, including one Fortune 250 company. He is also a noted special-sales expert and author of *How to Make Real Money Selling Books*, and *Beyond the Bookstore* (a *Publishers Weekly* title). Guy is an experienced, creative and strategic sales pro. He is President of The Marketing & Sales Group (MSG) and The Promotional BookStore. MSG is a leading premium & incentive marketing firm focused on B2B merchandise sales for dozens of corporate America's top consumer products.
- **Follow-up meetings.** We conduct a follow-up webinar weeks later to answer questions and strategize even more ways to sell your specific titles.

In a one-day, customized coaching session in your office -- with follow-up Q & A -- your employees will have everything they need to sell more of *your* books to buyers at pharmaceutical companies. As a result, you can increase your revenue, profits and long-term business prospects.



For More Information Contact Brian Jud

P. O. Box 715

Avon, CT 06001-3138

P 860 675 - 1344

F 860 270 - 0343

brianjud@bookmarketing.com

<http://www.premiumbookcompany.com>