Be Brief, Be Bright, Be Gone Seminar

Facilitator:	Pam Marinko	
Date:		

Thank you for participating in this seminar. We truly value your opinion and in order to determine the effectiveness of this program we need your input. Please don't hesitate to give us your honest reactions, and make any comments or suggestions that you feel will help us to improve this training. Please use the scale below to answer the following questions.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Overall Training	Agree				Disagree
Overall this seminar was excellent	5	4	3	2	1
The material covered was relevant to the		'	3	_	-
daily demands of a pharmaceutical sales	5	4	3	2	1
representative		7	3	2	_
The amount of time scheduled for this					
seminar was exactly what was needed to	5	4	3	2	1
satisfy the objectives		7	3	2	_
Workshop Design					
The training materials were useful and	5	4	3	2	1
easy to follow		7	3	۷	_
 The seminar topics were delivered in an 	5	4	3	2	1
appropriate order		•	J	-	_
 The course objectives were clearly stated 	5	4	3	2	1
The course objectives were met	5	4	3	2	1
The level of difficulty was appropriate	5	4	3	2	1
Instruction			-		
 Information was presented in a clear, 	5	4	3	2	1
understandable, and professional manner					
The facilitator was knowledgeable about	5	4	3	2	1
the field of pharmaceutical sales					
The facilitator encouraged participation	5	4	3	2	1
The facilitator successfully answered any					
questions about the content	5	4	3	2	1
Training Exercises					
The pre-workshop worksheet was a					
successful primer for the rest of the	5	4	3	2	1
content					
The role-play was an authentic scenario					
which provided good job-related	5	4	3	2	1
experience for the trainee					
The activities during the workshop					
(discussions, quotes, stories) helped you	5	4	3	2	1
to understand the material.					

Training Impact						
Based on the content presented during						
the workshop I can:						
successfully organize my office and car	5	4	3	2	1	
 identify customers and their needs 						
regarding pharmaceutical product	5	4	3	2	1	
information						
 identify the basic selling skills required for healthcare professionals 	5	4	3	2	1	
demonstrate essential communication		7	3	۷	1	
skills required for pharmaceutical sales	5	4	3	2	1	
success						
outline the basic steps of a sales call						
explain how sales aids and support	5	4	3	2	1	
materials contribute to successful sales	_	4	2	2	4	
calls	5	4	3	2	1	
General Comments						
What factors could prevent you from						
applying these skills?						
What topics should be covered in more						
depth?						
What was the most successful want of the						
What was the most successful part of this seminar?						
Seminar						