## Be Brief, Be Bright, Be Gone Pilot Test Pam Marinko, Facilitator

## July 25, 2006 Northeast Regional Library

Thank you for participating in this pilot test. 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	Neutral	Disagree	Strongly
_		Agree				Disagree
UV	erall Training	_	4	2	2	4
•	Overall this training was excellent	5	4	3	2	1
•	The material covered was relevant to the	-	4	2	2	4
	daily demands of a pharmaceutical sales	5	4	3	2	1
	representative					
•	The amount of time scheduled for this	-	4	2	2	4
	course was exactly what was needed to	5	4	3	2	1
	satisfy the objectives					
•	This training would be excellent for a	-		2	2	4
	newly hired representative	5	4	3	2	1
	orkshop Design	_		_	_	
•	The training materials were useful and	5	4	3	2	1
	easy to follow	_		_	_	
•	The workshop topics were delivered in an	5	4	3	2	1
	appropriate order	_		_	_	
•	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 for	_		_	_	
	a newly hired sales representative	5	4	3	2	1
Ins	struction					
•	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
Tra	aining Exercises					
•	The pre-workshop worksheet was a	5	4	3	2	1
	successful primer for the rest of the					
	content					
•	The role-play was an authentic scenario	5	4	3	2	1
	which provided a good experience for the					
	trainee					
•	The activities during the workshop	5	4	3	2	1
	(discussions, quotes, stories) helped you					
	to understand the material.					

Training Impact						
Training Impact						
Based on the content presented during						
the workshop a new hire will be able to:						
successfully organize his/her office and car	5	4	3	2	1	
identify customers and their needs regarding pharmaceutical product information	5	4	3	2	1	
identify the basic selling skills required for healthcare professionals		4	3	2	1	
demonstrate essential communication skills required for pharmaceutical sales success	5	4	3	2	1	
<ul><li>outline the basic steps of a sales call</li><li>explain how sales aids and support</li></ul>	5	4	3	2	1	
materials contribute to successful sales calls	5	4	3	2	1	
General Comments						
What factors could keep newly hired sales representatives from applying these skills?						
What topics should be covered more in depth?						
What was the most successful part of this workshop?						