



“SELLING HEALTH SOLUTIONS” (PHARMACY ONLY - 2 HOURS)

Does your pharmacy experience any of these?

- Team members who are unaware of their ‘**duty of care**’ to customers?
- Customers who are simply ‘supplied’ with what they request rather than being informed of what might better meet their needs?
- Customers who may be sold the treatment but not the complementary products that are needed for the application of the treatment or for prevention of recurrence of their health condition?
- Different products sold to customers by different team members for the same health condition leading to confusion or loss of confidence by the customers?
- Team members with insufficient knowledge who may ‘bluff’ their way through rather than refer the customer to a qualified team member?
- Team members who refer customers to qualified team members but do so in an unprofessional manner?

Would you like a cost-effective solution to this?

“Selling Health Solutions” educates team members in the complete process of selling health solutions in the pharmacy and in fulfilling their professional duty of care. It empowers them to competently, confidently and consistently follow this process when selling all health solutions.

Topics include:

- The importance of consistency in selling health solutions
- Professional duty of care in selling health solutions
- Pharmacy ownership and selling health solutions
- Selection of the solutions
- Professional ethics and the selected solutions
- The qualifying process
- How to appropriately refer a sale
- Presenting the solution
- Adding value to the sale

The program includes a comprehensive participant workbook and extensive practice of all parts of the process by all participants.

Testimonial: This program made more aware of how to treat a customer’s health problem i.e. accompanying sales and made me more aware of my role is assisting and influencing the customer. Pharmacy Assistant, Margaret River, Western Australia.

