

26 TIPS FOR SUCCESSFUL REMOTE E-DETAILING

Increase your productivity, reach, and number of meetings



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Why e-detailing plays a central part in sales

When e-detailing made its appearance in the pharmaceutical sector, people had no choice but to get used to it. Before it hit the scene, prescribers had only seen sales presentation aids on brochures and booklets. A lot has changed in a very short time.

For marketing and sales teams, it was difficult to start digitizing their sales conversations. Like many other innovations, the adoption of e-detailing follows a very specific path. First, content from brochures was copied to digital PDFs. Later, content slowly became more interactive and the structure of meetings became more dynamic. Meeting analytics and the automatic processing of call information will be the next step. In a short time, the pharmaceutical industry has embraced e-detailing.

Let's start with some definitions

E-detailing means using digital detail aids and digital presentation materials for informative sales calls with medical professionals. In one-on-one meetings, usually a tablet or laptop is used. Remote e-detailing means remote presenting with the use of digital sales collateral. Participants take part from different locations with their own computer or tablet.

E-detailing will grow over the coming years

Now that the novelty of the digital presentations has passed, the focus is back where it should be: on the content. In the coming years, innovation in e-de-



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tailing tools is a must-have for the pharmaceutical sector. This does not only involve tools that attract the attention of doctors. Marketers need to work on how e-detailing is going to help the sales reps tell better and more relevant stories in order to maintain a valuable dialogue with prescribers.

Focus on remote e-detailing

One of the priorities here is remote e-detailing. The added value for the pharmaceutical industry is clear. Many potential benefits come with remote e-detailing. It increases efficiency, productivity, reach, and customer focus. Remote e-detailing is relatively new, both for prescribers and for the marketing and sales team. How does it help to build a relationship? What role can it play in the overall marketing strategy? In what situations does it work, and when does it not work? This guide provides 26 tips to help marketers and account managers. These tips are based on our experiences and those of our customers. Our software is built on these insights.



Tip 1.

KEEP TECHNOLOGY AS SIMPLE AND ACCESSIBLE AS POSSIBLE.

The most exciting moment of a remote conversation is the beginning. Can your client log in easily? Do you have a good and clear audio connection? Quite a few people hesitate and are scared when it comes to technology. They take a wait-and-see approach. In a recent survey from Interaction Associates, 44% of respondents mentioned regular technical issues with online meetings. For that reason, it is not always easy to make a remote e-detailing appointment. A good remote e-detailing strategy begins with the selection of simple, easy-to-use software. It is important that the software always works and supports the sales conversation flawlessly, rather than compromising it. Therefore, choose a tool that customers don't have to download or install. That way, physicians don't have to seek approval from the IT department or jump through other hoops to use the software. If physicians have to seek approval or go through steps to download or install software, they will likely pass on the meeting.



Tip 2.

FOCUS ON THE STRENGTH OF REMOTE E-DETAILING.

Remote e-detailing is only one channel of many available channels used to communicate with prescribers. Sometimes, remote e-detailing offers advantages, and sometimes, it does not. You should only use remote e-detailing if you can use the strength of the channel, especially in the beginning when your clients and your sales team still need to get accustomed to this form of communication. Do not expect to replace all of your physical meetings. There will be many situations in which a physical meeting is preferable for building your relationships. At the same time, be sure to position remote e-detailing clearly within your organization since it can improve efficiency, quickly reach large

audiences, and lower meeting costs. Remote e-detailing will not be effective when you use it to repeat a message that you've already conveyed on another channel or when you just want to increase your visit frequency, though. You will run the risk of losing the acceptance of this new channel with your audiences if you fail to use it properly.



Tip 3.

USE REMOTE E-DETAILING IN ORDER TO RAPIDLY REACH A LARGE AUDIENCE.

Speed is one of the biggest benefits provided by remote e-detailing. Within a short time span, you can reach and engage with large target audiences. In some cases, like with the introduction of a new product, a new indication, or a current topic, the need arises to get information to large groups of customers. By starting a remote e-detailing campaign, you can reach out to selected target audiences quickly and effectively convey information much faster than you can with traditional contact methods.



Tip 4.

CREATE A NEW TYPE OF CUSTOMER CONTACT: THE QUICK UPDATE.

Use remote e-detailing as an additional contact type for your most important target audiences. The contact can be additional, short updates in between normal, scheduled meetings. For example, the sales rep can use remote e-detailing to create a follow-up appointment fairly quickly after a regular visit, to discuss interim results or first experiences with a product. You can utilize remote e-detailing in combination with an event for additional personal contact types such as a pre-event intake or aftercare.



**Tip 5.****UTILIZE E-DETAILING TO REACH NEW AUDIENCES.**

Another feature of remote e-detailing is a lower cost-per-call due to the lack of travel time and cost. This puts new audiences within reach. Use this benefit to your advantage by offering product explanations to pharmacists or instruction calls to nurse practitioners. We have noticed that pharmacists are very open to remote e-detailing.

**Tip 6.****INCREASE ACCESS TO YOUR MEDICAL DEPARTMENT.**

E-detailing is very suitable if you have a handful of experts who are limited by the number of customer visits they can handle because of geographic and time constraints. Remote e-detailing makes it possible to connect the specialists with a larger target market. This would increase the access of your medical department and product specialists for specific questions and comments.

**Tip 7.****INVOLVE EXPERTS DURING A CALL.**

The role of the sales rep is changing in many pharmaceutical companies these days. The sales rep has become more of a general account manager that handles the access to all the knowledge within the organization. Due to strict regulations in many countries, the sales rep is not able to discuss medical topics and studies. Remote e-detailing makes it possible to easily involve a colleague from the medical department during the meeting. The sales rep can lead the conversation while remotely or physically present in the prescriber's room.



Tip 8.
COMMUNICATE WITH INNOVATORS.

There are plenty of innovators among medical professionals. Innovators are people who like to play with and use new technology. They like to experiment and quickly see the benefits involved. They are often mobile and flexible. Remote e-detailing gives your sales team a new option to connect with these innovators.



Tip 9.
UNDERLINE YOUR INNOVATIVE IMAGE.

With the help of e-detailing technology and your new connections with innovators, you can illuminate the innovative side of your organization. When you can deliver a great customer experience with remote e-detailing and offer new ways to share information and knowledge, you will positively affect your company's image. As medical professionals are increasingly working together, they will share their positive experience with others, which can increase the reach of your digital touch points.



Tip 10.
MAKE A BUSINESS CASE, BUT DO NOT OVERDO IT.

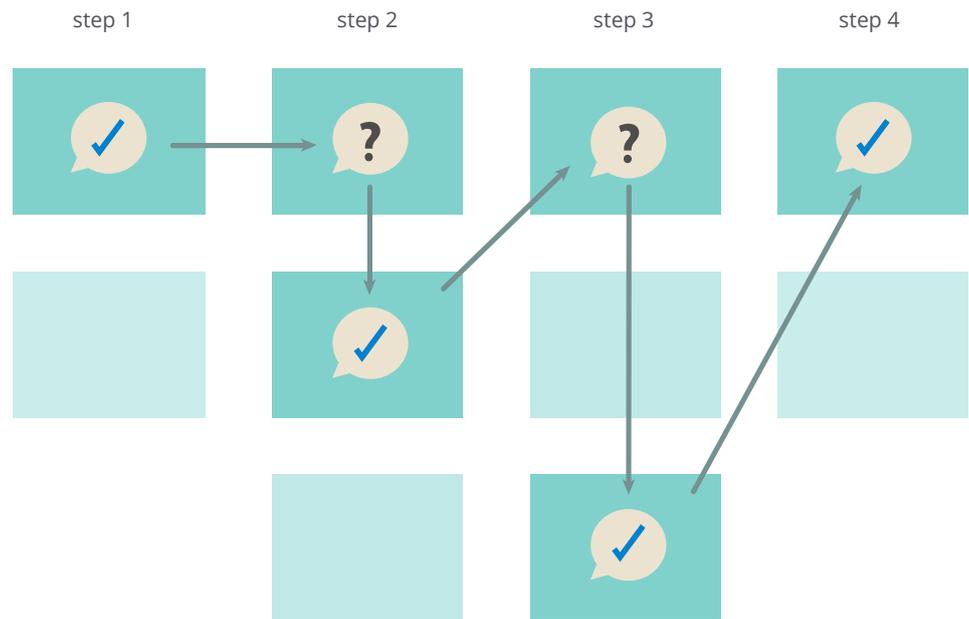
Your sales conversations can be considerably more efficient with remote e-detailing, but because your organization and your customers need to get used to remote e-detailing, the benefits are not always immediately evident. Therefore, make sure you prepare a clear business case in advance for the board. For example, you can show how remote e-detailing can greatly improve the access to your medical department, help you get access to new audiences, and limit the visit frequency with remote updates. Please be aware there is an adoption and learning curve to get this working. Allow time to make remote e-detailing work, and do not rely on getting quick results.



Tip 11.
MAKE SURE TO DESIGN A CLEAR CONVERSATION STRUCTURE.

No matter how experienced a sales rep is, it is always difficult to maintain a clear structure in your sales pitch. Your window to engage is typically small. Research shows that a lack of structure is the biggest culprit for unproductive sales calls. E-detailing can support sales reps with a smart, interactive structure to quickly find relevant talking points and opportunities during the call. The structure is even more important in a remote meeting than in a face-to-face conversation due to the lack of nonverbal cues. A clear meeting structure also

helps the sales rep clarify which goals he or she wants to achieve in advance.



Example of a meeting structure in the Shaman Meeting Canvas.



Tip 12. SCRIPT DIALOGUE INTERACTION BEFORE THE MEETING.

Dialogue is essential to engage people. It will already help to identify different views and even resistance. An effective e-detailing tool, therefore, should support interaction. Interaction is especially important in a remote meeting, as you get fewer nonverbal signals back. You also need to make sure to keep your client engaged. Ask more questions if you need to keep your prospect focused. Make sure you build questions in your presentation in advance to maintain a dialogue. If you add these to the slide deck, you'll have a new question at your disposal every few minutes.



Tip 13. HAVE A CLEAR MAIN STORY LINE AND START WITH THE ESSENCE.

As a large part of communication is lost in a remote meeting, the client can get distracted quickly and lose attention. In an survey of Interaction Associates, 73% of respondents mentioned 'lack of attention' was always or often a challenge when conducting online meetings. Next to interaction, you need to be to the point and make sure you can summarize the essence of your message in two sentences. Start immediately with your key messages so people know what to expect. This way, the client is immediately on the right track.

**Tip 14.****HAVE ALL CONTENT WITHIN YOUR REACH.**

E-detailing conversations are often businesslike in nature. Start with the short problem description, framed to the clients' situation, to create an immediate sense of relevance. After your core messages, pay attention to figure out what parts the customer is interested in and what questions he or she has. Make the meeting interesting by diving into the depths with the right content. Then, you will hold the participant's interest. Because each prospect is different, you should have all of your content on hand in advance to be able to make deep dives and ensure everything goes smoothly.

**Tip 15.****SPEND TIME FINDING THE RIGHT SOFTWARE TOOL.**

A good remote e-detailing tool is essential. Ask yourself the question as to whether the tool suits your way of working. Even more importantly, you need to ask yourself if it suits your prospects' way of working. For example, is the tool functional in a hospital with older computers? Please note the compatibility and make sure the software works in every situation. Sometimes a prospect cannot install a required plug-in because of the network's security settings. Choose a tool that doesn't require a plug-in or external software.

You also have to consider that some networks are very slow. Pay attention to how much bandwidth is required for the tool to function properly.

Do you have multiple appointments per day? Then choose a simple tool that quickly establishes a connection with as few steps as possible.

Would you be able to do e-detailing between your appointments? Then it is useful if the tool also works on an iPad or tablet with an internet connection.

Also, check that the tool provides content management so you can manage versions. Some tools also provide statistics so you can better measure the ROI of remote e-detailing.

**Tip 16.****ATTRACTIVE AND RELEVANT FOLLOW-UP IS ESSENTIAL.**

Because you do not have personal contact, you will not be remembered for your beautiful eyes. A resolute and relevant follow-up is essential to maintaining progress. Make sure you regularly build on your remote e-detailing efforts with a strong follow-up. Plan for enough time at the end of the conversation to

summarize the key points. Be proactive and schedule a follow-up meeting or action, and end it all with a call to action. It seems that summarizing and closing your call with a clear call-to-action is easier with remote e-detailing.

**Tip 17.****SPEAK CALMLY AND SLOWLY DURING A REMOTE CALL.**

In a web meeting, you can quickly forget that you are talking to a real person and not just to your screen. You should pay extra attention to how you present yourself during a remote e-detailing meeting. You do not have body language that will help your prospect understand the story better, so all communication is via your voice. Without seeing the prospect and his or her nonverbal communication, you might be inclined to talk too fast. The solution is to take it easy. Speak slowly and focus on the prospect. When you do this, you will come across as authoritative, and you will have an effective call.

**Tip 18.****CREATE VISUAL PRESENTATIONS.**

The human brain works visually. Images are easier to understand and more recognizable than written text. Therefore, you must use visuals so your prospect will understand your main ideas. Use metaphors to describe your product or idea, and then use graphics to support the metaphors. In addition, use infographics throughout the presentation. Try to keep the time you spend per slide short, and provide visual diverse slides that will support the different parts of your presentation.

**Tip 19.****REDUCE TEXT PER SLIDE.**

You want people to listen to you instead of reading your slides. Make sure that you keep your slides clean. Limit yourself to one key message per slide or claim, supported by a maximum of three arguments. Do you still have too much text? Make more slides! By using more slides, you have more control over your discussion. You can decide which topics you want and don't want to display and discuss.

**Tip 20.****TELL THEM WHERE TO LOOK.**

Again, the doctor cannot see you, so you need to use your voice to guide the prospect from one point to the next during the story. Tell him or her how the

content of slide #2 leads to the conclusion on slide #3. Make every step clear before moving on to the next one. If you use visualizations, tell customers where to look on the slide as you explain something.



Tip 21.

STRUCTURE YOUR PRESENTATION AS A STORY.

People's brains are designed to listen and remember stories. A good presenter takes the audience on a journey and inspires and motivates them. The storyteller manages to build tension as he or she moves from one point to the next.

However, how do you make structured story? One simple way is to ask questions and answer them. This builds tension because people always want to find out the answers to questions.

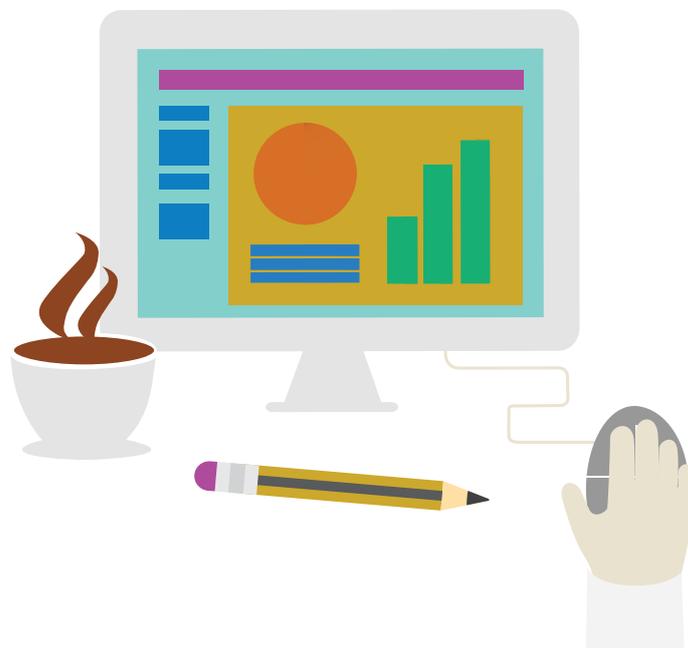
You just need to ask your prospects a simple question. Ask them, "This is the problem, and how do we fix it?" Then, give the solution to the problem.



Tip 22.

PRACTICE MAKES PERFECT.

Practice makes perfect, especially in remote e-detailing. Spend enough time on training in the field before your reps start remote e-detailing. Help them with tips but let them practice as much as possible. Have them start practicing with each other, and then set them up with a few well-known prospects so they can learn quickly. After the training calls, evaluate the reps. Fix problems immediately to curb anxiety so your reps will embrace this new tool. Send them on the next call as quickly as possible so they can use their new skills immediately.



**Tip 23.****GIVE EVERYONE ACCESS TO REMOTE E-DETAILING.**

Although you can start remote e-detailing with a small team or a tech-savvy group of individuals, you need to quickly involve everyone. Remote e-detailing is part of the standard arsenal of communication. Each sales rep must decide which mode of communication is most effective for each customer, purpose, and situation he or she faces. That is impossible if this tool isn't available for everyone.

**Tip 24.****REMOTE E-DETAILING FROM THE CAR.**

It is essential that sales reps maximize their time, and they can get more out of their days by utilizing remote e-detailing in their cars. Reps must be able to organize their agendas efficiently and must be flexible in setting up meetings. Technically, this is not difficult to achieve. Each sales rep has a cellphone and almost all the reps have a tablet with a SIM card or a laptop with a SIM card dongle. That is all a remote e-detailing tool like Shaman needs to set up a remote meeting.

**Tip 25.****MAKE APPOINTMENTS FOR E-DETAILING.**

Plan all of your remote e-detailing appointments in advance. Agree on a time when your prospect can sit at the computer or have a tablet at hand. You might end up scheduling some meetings outside of normal business hours, including in the early mornings or evenings. While you might want to give cold calling a try, it does not work well with remote e-detailing. Your success rate will dramatically increase if you schedule an appointment.

**Tip 26.****THE ADVANTAGE OF A SEPARATE AUDIO CONNECTION (A.K.A. YOUR PHONE)**

In remote e-detailing, combining the phone and computer is often the best option. If you call the prescriber with your phone, you can immediately start your meeting and he or she does not need additional headphones for sound. The quality of the phone is also more consistent and clear, speaking simultaneously is never a problem. Then, you use your computer or tablet to share your presentation with the customer. If the network connection disconnects, you still have your contact on the phone. This will help you ensure that each remote experience is positive.

SHAMAN REMOTE E-DETAILING

Shaman is a sales meeting tool that helps sales and marketing teams leverage their sales conversations. Shaman is based on the Meeting Canvas®, a smart way to structure content and to have all materials at hand.

Sales teams have access to all of the sales content in Shaman through different channels. It is available through the tablet or pc for face-to-face meetings, via a web browser for web meetings, and via email to share materials. Shaman web meetings work without a plug-in or download and can be set up in seconds. Shaman web meetings also work with a slow internet connection. The content is easily managed and can be distributed with one push of the button. Content is easy to create and update without intervention from advertising agencies.

Questions, suggestions or need more information? Call us +31 23 890 2510, send an email to info@getshaman.com or check GetShaman.com.

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