

Tips for Your Territory: Advancing Your Sales Field Work

1. *Review your assigned physicians and territory* to ensure optimal time management and consistent visit ratio to those most important to your goals.
2. *Conduct pre-call planning.* This is your time to differentiate yourself from others seeking the physician's time. Before your visit, review what you and your organization already know about the physician and their practice. Develop your opener (the reason for your visit) with some sizzle and a value message. Prepare a few key questions to get the dialogue moving toward the topic that benefits both of you. And know where you'd like to the visit to progress.
3. *Develop a sales funnel that helps you plan the progression of value and engagement with the physician.* You might, for example, bring the prospect a new article written by your surgeon, then offer them an opportunity to observe the new procedure/technology, followed up by a one-on-one visit with the physician prospect and surgeon to discuss potential patients who might benefit and how they can work collaboratively.