

Intro

Hi!

My name is Elvis and I have been a pharmaceutical and medical sales rep for more than 16 years.

Without knowing the insights, becoming a pharmaceutical sales rep can be a painful process.

I know this first hand because I have to go through that pain myself.

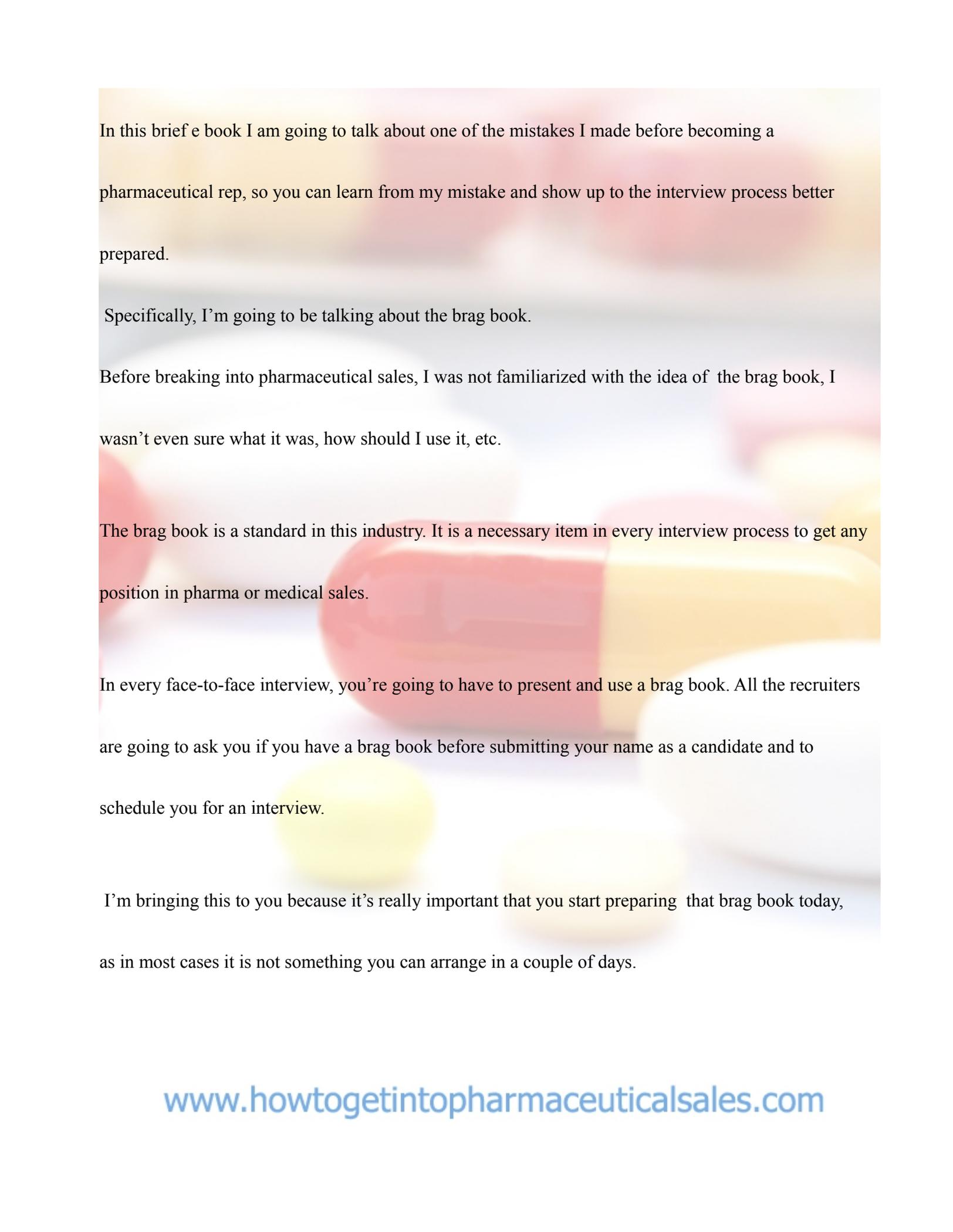
However, once you know how the process works, you can avoid a lot of the frustration that most people experiment in the attempt to break in this industry.

I created a website to help people who want to become a pharmaceutical or medical sales rep, so they don't have to go through that frustration.

Please feel free to visit my website where I have plenty of free resources to assist you in the process.

www.howtogetintopharmaceuticalsales.com

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In this brief e book I am going to talk about one of the mistakes I made before becoming a pharmaceutical rep, so you can learn from my mistake and show up to the interview process better prepared.

Specifically, I'm going to be talking about the brag book.

Before breaking into pharmaceutical sales, I was not familiarized with the idea of the brag book, I wasn't even sure what it was, how should I use it, etc.

The brag book is a standard in this industry. It is a necessary item in every interview process to get any position in pharma or medical sales.

In every face-to-face interview, you're going to have to present and use a brag book. All the recruiters are going to ask you if you have a brag book before submitting your name as a candidate and to schedule you for an interview.

I'm bringing this to you because it's really important that you start preparing that brag book today, as in most cases it is not something you can arrange in a couple of days.



You must have this awareness so you can start to collect all the information that is going to feed your brag book.

Nowadays my brag book has a lot of information about things that I have accomplished in my career, but I remember that as I didn't know better, when I finally got to my first interview, I only had a couple of pages in it.

It had a couple of pages just because the recruiter I was working with, asked me if I had it, and a couple of pages was all I had available to add to my brag book at the time.

Not because I did not have accomplishments in school or previous jobs, but because I was not familiarized with it and I did not know that I had to save all the information possible to add it to the brag book.

Therefore I showed up to those first interviews poorly prepared and wasted opportunities that I could have capitalized.

I only knew what I knew at that time, so, this is why I'm telling you right that if you are serious about becoming a medical sales rep or a pharmaceutical sales rep, you should start gathering every single piece of information that you can add to your brag book.

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So, why is the brag book so important?

1 - It helps you show your achievements, to have them right there with you

2 - It works as evidence that you achieved those things: when you're asked on the phone

screening about your achievements, they always ask you if you have documentation to support

what you're saying,. In the face-to-face interview you're going to have the opportunity to show it to

the hiring managers as a way to prove and sustain that it is true what you are claiming.

3- Last but not least, it is a way to show the hiring manager your selling style; because, at the end of

the day, that is how we present the information to our doctors.

We always have all the clinical information on hand to sell our product and everything we say we

support it with visual information. Studies have shown that when someone sees something in addition

to hear it, the mental retention of the information increases and that is true for our clients as well.

So the way you sell yourself with the use of the brag book gives the hiring manager a sense of

how you might be performing with the doctors.

Even though nowadays we tend to make our sales presentations using tablets or similar devices; it is basically the same principle: the manager wants to see how you handle your visual aid combined with your selling style.

My advise is: start collecting all the information that will nurture the brag book, such as:

- Congratulations emails from your supervisors or co-workers
- Certificates, diplomas
- Recommendation letters
- Sales reports or any other type of report that show improvements you have made
- Performance reviews
- Sales ranking
- School rankings, grades, GPA
- Etc.

You can start today getting those e-mails, those letters of congratulations, all those things to start loading your brag book, so by the time you have those face-to-face interviews, you can be more prepared.

I hope this helps in your preparation and don't forget to stop by my site where I have more resources to assist you.

Best luck to you !