

# WormStock

CPD fest 2023

The logo for WormStock CPD fest 2023 features the word "WormStock" in a large, bubbly, multi-colored font with a dark blue outline. The colors transition from light blue at the top to yellow, orange, and red at the bottom. Below the word "WormStock" are four small circular icons: a green cow, an orange dog, a red cat, and a red horse. The text "CPD fest 2023" is written in white on a dark blue, curved banner at the bottom of the logo.

Boehringer  
Ingelheim



# The Influential SQP – Part I Communication Skills and our roles as SQPs

Dewi Hughes



## **Customer Psychology – #1**

**People buy from people they trust,.....and they tend to trust people they like**



## Customer Psychology – #2

People tend to buy ***Benefits*** not *Features*



## **Customer Psychology – #3**

**Being able to handle our customer's objections**

# Our aims during today's sessions

- **Basic principles of building rapport and trust with customers**
- **Learn about some proven techniques & skills**
- **Learn about an approach to handling customer objections**

# Getting the balance

**Disease area/product  
knowledge**



**Managing the relationship**



# Communication in production animal medicine: modelling a complex interaction with the example of dairy herd health medicine

[Joachim L Kleen](#),<sup>1</sup> [Owen Atkinson](#),<sup>2</sup> and [Jos PTM Noordhuizen](#)<sup>3,4</sup> 2011

- Reproductive disorders?
- Mastitis?
- Claw lesions?
- Digestive disorders?
- Metabolic disorders?



.....we need to take these issues into account, but also must be able to present them to the client in ***a way the client cannot ignore***



# Evaluation of two communication strategies to improve udder health management.

Jansen J, Renes RJ, Lam TJ

*J Dairy Sci.* 2010 Feb; 93(2):604-12.

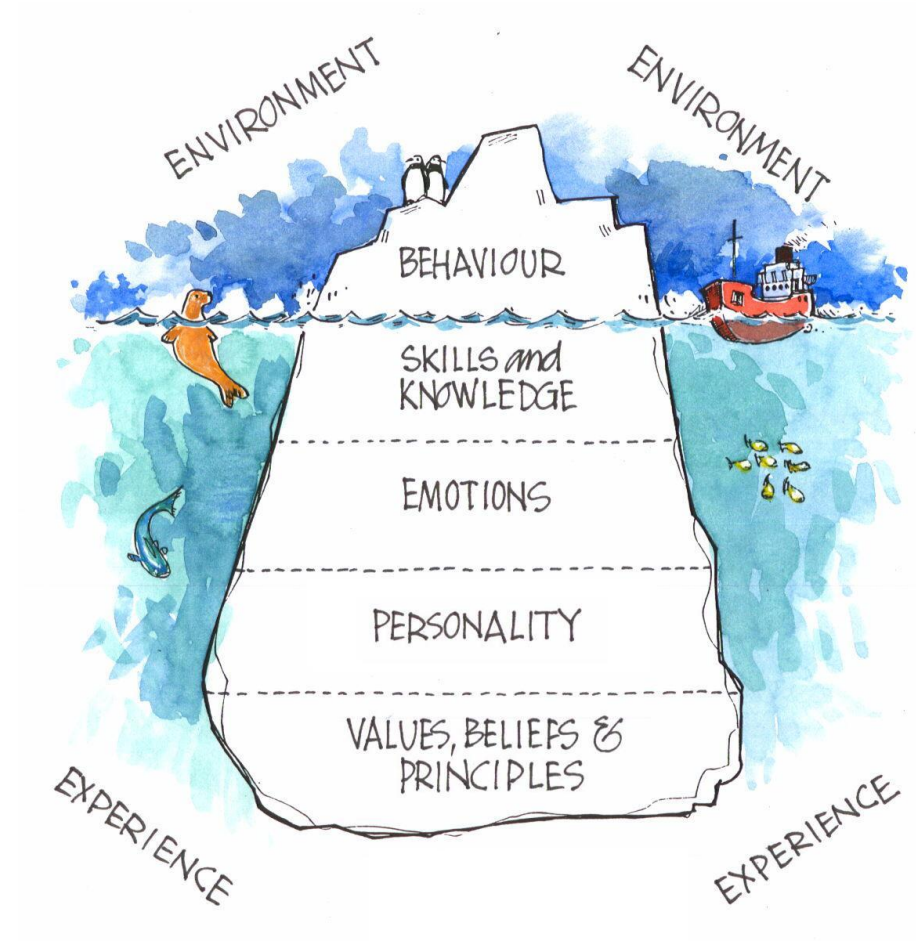
## 1. Facts + rational arguments = understanding ↑ + ↑ conviction



## 2. Improved communication and persuasion techniques

Conclusion: The authors found both strategies effective, but stress the need to combine **both** in order to reach the different personality types of their farmer group

# Behavioural Iceberg



# 2 Tried & Tested Processes:

# 1. IDEALS & 2. AMOA

## IDEALS

- **I**ntroduction – gain interest and attention
- **D**etermine needs/Discover information – ask open questions
- **E**xplain the *benefits* of your product or service
- **A**sk for commitment – call to action
- **L**ease relevant information - reminders
- **S**eek follow-up – set a timeframe to talk again

## Handling objections AMOA

- A**cknowledge the objection
- M**ake it specific – ask questions to help identify the real issue
- O**vercome the objection – (Explain) evidence, data, information
- A**ssess the customer's reaction – have you convinced them?

