

From Vendor to Trusted Advisor: Sales Training for Life Sciences



A Consultative Approach to Life Sciences Sales Training

In life sciences sales, every conversation counts. Imagine your salesperson stepping into a meeting with a busy physician or a high-stakes buying group. They need more than just product knowledge—they need a consultative approach that builds trust.

Modern buyers don't want a product presentation—they want a partner who understands their business. When sellers lead with features instead of listening for needs, deals stall, objections pile up, and trust never gets built.

That's the main advantage of consultative selling. It enables salespeople to read each situation, ask the right questions, and earn credibility before ever proposing a solution.

[Sales training in medical, pharmaceutical, and other healthcare industries](#) requires a delicate balance between driving business results and maintaining strict regulatory compliance.

But how do you help your team master this balance? Here's a comprehensive guide to the essential elements of a successful sales training program for life sciences sellers.



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Essential Elements of Life Sciences Sales Training Programs

The best [sales training](#) puts your salespeople on the path to becoming trusted advisors. It equips them with selling skills and strategies to engage buyers, build trust, and increase win rates.

Choosing the right sales training provider is one of the most important steps you can take in the pursuit of top-line revenue growth.

Consider these essential criteria when evaluating a sales training program for your team.

1 Consultative Selling Approach

The most effective sales training programs deliver a [consultative selling](#) approach. Consultative selling is a needs-based methodology that focuses on building relationships with customers, understanding their concerns, and developing solutions for their challenges.

Consultative selling is not just another sales methodology—it's an essential approach for success in life sciences sales. Instead of focusing on transactions, this allows your sales professionals to build long-term relationships beyond the initial sale and maintain their standing as trusted partners.



Choose a provider that will train on the core skills of a consultative sales approach.

2 Behavior and Skills Assessments

Life sciences sales training must go beyond the basics. Sellers must be able to position themselves as strategic partners to forge genuine connections with customers. Communication skills and emotional intelligence can make a huge difference when presenting innovative treatment options, new medical devices, or other solutions.

There are four main buyer behavior styles according to the DISC assessment. Learning how to recognize and adapt to a customer's personal style and communication preferences is critical.

Understanding each style is key to understanding the decision-making behavior of a prospect. With the right coaching and [sales assessment](#), your sales professionals can become experts at understanding their own behavior style and present information in a way the customer is most receptive to.



Look for a program that offers insight into behavior styles, communication preferences, and other success factors.

3 Evidence-Based Selling

Life sciences sales professionals can use clinical trial findings to fairly and ethically present the impact of their products. This helps industry professionals choose the optimal solution for stakeholders and patients.

To ensure their credibility, your sellers must have knowledge beyond the features of your product, service, or therapy. This requires training with a scientific foundation in disease states, treatment pathways and protocols, clinical trial data interpretation, medical terminology, and the competitive landscape.



Seek out training that delivers industry acumen and context in addition to selling skills.

4 Instructor-Led Programs

Instructor-led training—either in-person or virtual—provides valuable opportunities for real-time interaction, immediate feedback, and dynamic role-playing scenarios that help life sciences sales professionals practice handling complex clinical discussions and objections.

While on-demand virtual training offers flexibility and consistent content delivery that's ideal for compliance topics and foundational knowledge, it may not fully replicate the nuanced learning that happens when sellers can practice consultative conversations with an experienced trainer and receive live coaching.

The optimal approach often combines both methods—using virtual training for sales training reinforcement and compliance, while leveraging instructor-led sessions to build confidence in clinical discussions.



Leverage instructor-led training for advanced selling skills and scenario practice.

5 Experienced Facilitators

A high-quality facilitator can make an enormous difference in the overall success of your sales training. The person should have world-class facilitation skills along with the industry experience to back up the material.



Look for expert facilitators with life sciences sales experience.

6 Sales Training Reinforcement

Your sales training program should foster lasting behavior change and performance improvement. If your sellers abandon their new skills shortly after training, you won't maximize the ROI of your investment.

The most effective programs help your sales professionals practice new skills while being guided by expert sales coaches and/or eLearning platforms with AI-powered video practice, feedback, and reinforcement.



Select a provider that offers [sales training reinforcement](#).

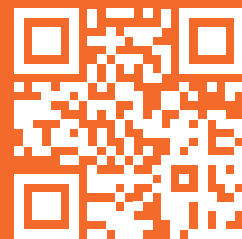
Drive Performance with IMPACT Selling® Training from The Brooks Group.

Whether you have a team of seasoned pros or new talent in need of guidance, [IMPACT Selling®](#) provides the foundation for consultative selling and gives your team the ability to engage customers where they are today.

Sales skills training takes the guesswork out of sales and lets your team control the sales process from start to finish. It's a proven methodology that ensures long-term improvement and consistent performance across your entire sales organization.

Find out how The Brooks Group's customized [sales training](#) and development programs give new hires and current sellers the consultative selling skills they need to be successful.

Visit The Brooks Group to learn about our award-winning sales training programs.





Put your team on the path to trusted advisor. The Brooks Group is the leading sales training and development company empowering sales professionals to build profitable customer relationships.

We believe salespeople excel when they use a consultative approach that puts customer needs first. Notable clients include Airbus, Avita Medical, Bobcat, Hitachi Energy, Mack Trucks and Volvo Trucks, SANY Americas, Texas Instruments, and United States Air Force.

Learn more about our suite of sales training and development programs, assessments, coaching, and reinforcement tools at brooksgroup.com.

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