



HOW TO BE A GREAT GP

BE A GREAT SALESMAN



BRIEF REMINDER OF OUR STOCK IN TRADE

- The consultation
- Models can be useful

NEIGHBOUR 1

- Connect
- Summarise
- Handover (tricky)
- Safety net
- Housekeeping

NEIGHBOURS NEW MODEL

- Tipping point
- Selling

FOCUS ON SELLING



Trio Work (mixed)

- Buyer
- Seller
- Observer

IN TRIOS

I.E. BUYER, SELLER, OBSERVER

- Buyer wants to buy some Jimmy Choos
- Seller is going to attempt to sell a motor bike
- Observer gives feedback on process
- 5 minutes



Trio 2

- Buyer wants a motor bike / or Jimmy Choos (decide on product 1st)
- Seller is going to sell desired product
- Observer gives feedback on process
- 5 Mins

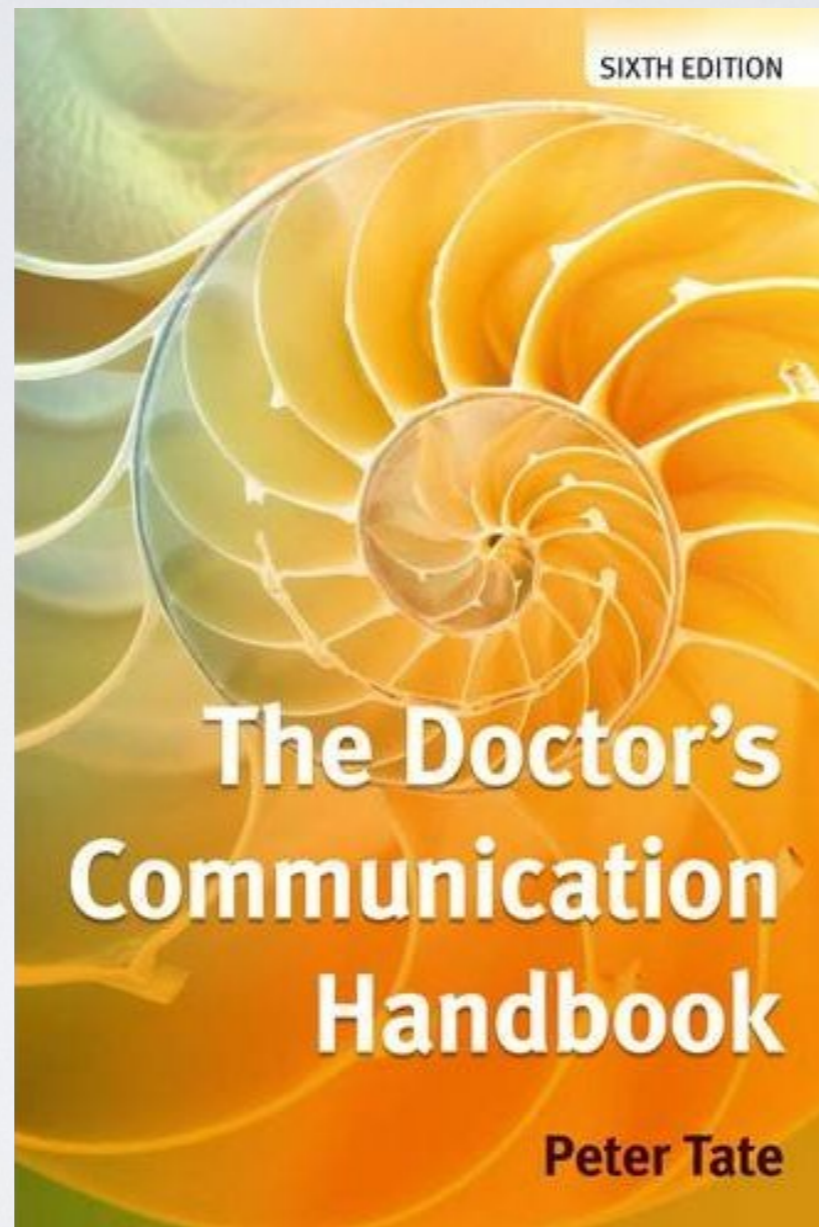
SELLING PROCESS

- Feedback
- What do you need?
- Congruity (agenda matching)
- understand what type of Customer you have
- Expand.....

SELLING IN A CONSULTATION

- Agenda model
- Agenda matching
- Patient may agree to anything in consultation (but what do they really do?)

Agenda Matching in consultation



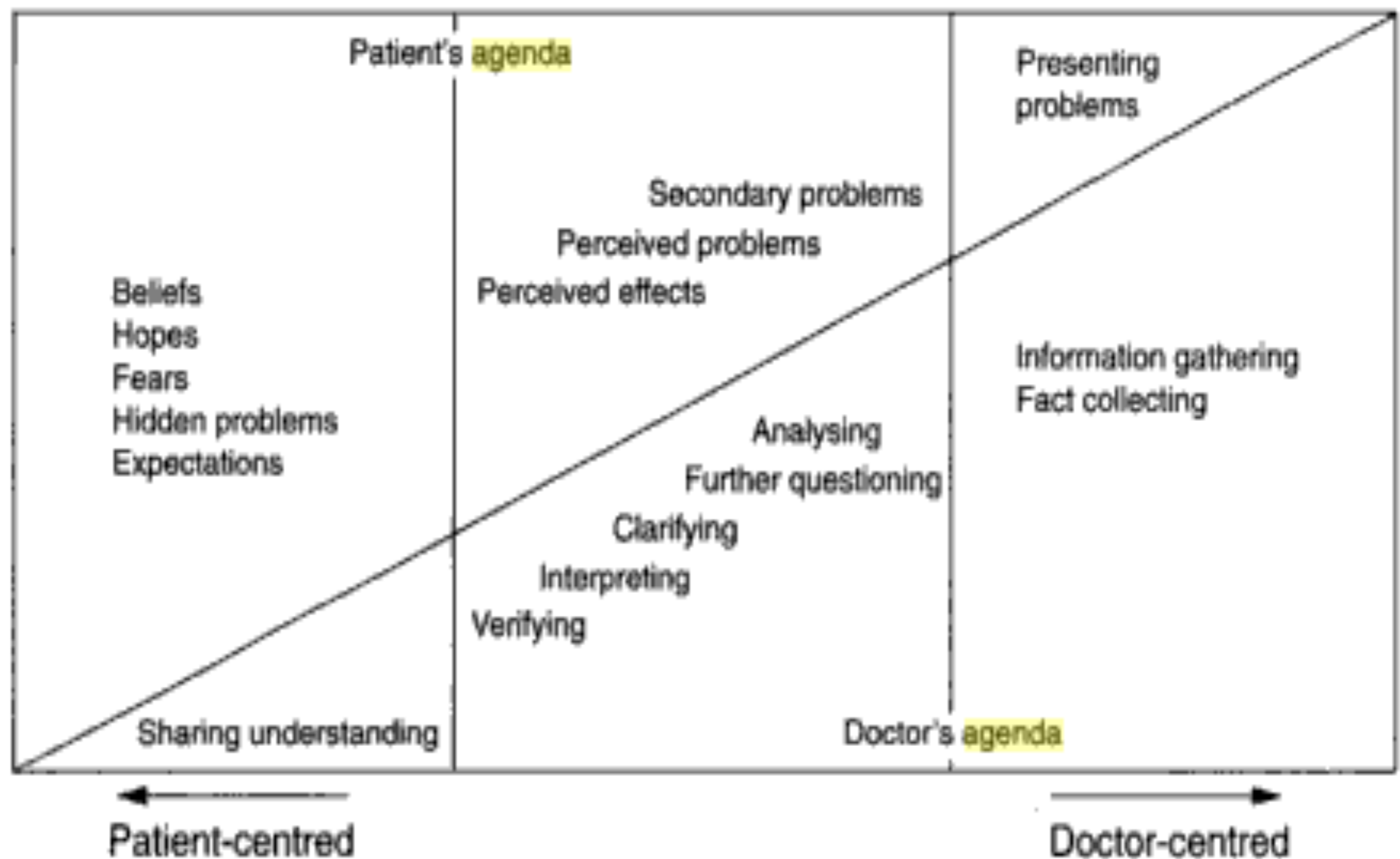


Figure 2.1: A power-shift model of styles of consultation.

Locus of Control

- What sort of patient are you selling to?

Locus Of Control

INTERNAL CONTROLLER



EXTERNAL CONTROLLER



POWERFUL OTHER



YOU ARE ALL SALESMEN YOU HAVE TO MOTIVATE AND SELL AS GPS

- Final trio
- Doctor
- Patient (decide what style of patient you want to be and stick to it)
- Observer 10 minutes

Patient age 55

- Has a BP (several readings) 168/94
- Smokes 15 cigarettes per day
- BMI 33
- Cholesterol 6.6 HDL 1.1
- **Sell a management plan to your patient (10 minutes)**

FINALLY AS A
FUN / EDUCATIONAL EXERCISE



Back to selling

- To maintain your product you have to advertise

- In groups
- Think of a product – Medical or non medical (fact or fiction)
- Brainstorm
- Design an advert
- Present your group's advert in 1 minute
- TV ads cost £175,000 for a 30 second advert
- You have 20 minutes to prepare your campaign – then come back and present.

THE AD

2 last tips on being a
great GP

To be a great STR

Write up today in eportfolio

David Haslam model

Shut up

Listen

Have knowledge

Care

