

5.1: Introduction to Effective Communication

The Power of Effective Communication

Video Ride-Along with Andrew Sykes, Pharmaceutical Sales Specialist at AstraZeneca

Meet Andrew Sykes. He is a pharmaceutical sales specialist in the medical care division at AstraZeneca, one of the largest pharmaceutical companies in the world. He has been in sales for five years. Andrew calls on doctors and educates them about the products he represents. His success is measured by the number of prescriptions written by doctors for the drugs for which he is responsible.

Ride along with Andrew and get his perspective on how communication works (and doesn't work) in sales. Learn about Andrew's tips for effective communication. You might be surprised by what you hear.



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