



# Learn The Secrets: The Field-Tested, Combat-Ready Guide To Becoming A Pharmaceutical Sales Representative

*Catherine Kaputa*

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## **Learn The Secrets: The Field-Tested, Combat-Ready Guide To Becoming A Pharmaceutical Sales Representative** Catherine Kaputa

CareersPut into practice today's winning strategies and tactics for breaking into pharmaceutical sales!"Working in the pharmaceutical industry is dynamic and competitive. It is also quite rewarding, as it allows you to make a meaningful difference in the quality of peoples' lives. Landing the "right" job as a pharmaceutical sales representative will be challenging and require a well-thought-out plan of action. Kaputa and Zimmerman have put together some insightful "Secrets" that will put readers ahead of their competitors in the job search and prepare them for a successful start to a career in the industry."-Carrie Cox, Executive Vice President and President,Global Pharmaceuticals, Schering-Plough CorporationLearn The Secrets is a how-to and how-to-think book that will show you how to land that first job as pharmaceutical sales representative. It will give you the secrets, new guidelines, unwritten rules, practical tools, and resources you need. You'll even learn industry jargon and how to position yourself in interviews so that you are what companies are looking for. You'll find interactive exercises, sample sales aids, and practice role-plays to prepare you for the most challenging questions and group interviews. Learn The Secrets is your field guide to breaking into and succeeding in pharmaceutical sales.

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