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Partridge India, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The objections faced by the pharmaceutical sales professionals are different from the objections faced by the sales professionals of automobile, FMCG or electronic goods. The basic difference in pharmaceutical selling is; customers (doctors) are not buyers (patients). And thus the patterns of objections are also different. Thereby handling those objections is also different. Moreover, there is no specific guideline, literature or book...

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