



CAREER CONNECTION



How to Land Pharmaceutical Sales Interviews Galore

[By Lisa Lane]

Thank God that the worst thing that can happen to you in your search for a pharmaceutical sales job is that you don't land your dream job and end up in a job that you like but don't love. I mean, in the grand scheme of things, when compared with serious problems like disease, world hunger, or that occasional bad bottle of wine, it's not too bad. But, of course, on some level, it still stinks!

Kindly remember that the only reason you're in the hunt with thousands of others is that pharmaceutical sales is "one of the most sought after careers in America" (according to *Money* magazine), and you want this career more than anyone else! Don't give me that "I think that I have what it takes, but if I don't actually land a job, that's ok, too" baloney. How many pharmaceutical sales job seekers have told me that? Look, if you don't land a career in pharma sales now, you probably won't be trying again anytime soon!

Unfortunately, you can make lots of mistakes when searching for a pharmaceutical sales job. You can create a terrible resume that no one will read. Now that really stinks! You can go the route of thousands of others and wait for a reply from Mr. Monster Job Board while you pray day and night for a call. (When no call comes, you really start to feel like even your dog might not want you!) You can pretend to be looking for a pharmaceutical sales job, but how can you find a job when you are working so hard at the one you are already at 12 hours per day? Poor marketing of yourself and not knowing where to begin are the worst mistakes that you can make in a pharmaceutical sales job search.

When you take the wrong route, you will experience rejection. No calls for interviews at all. Simple mistakes in your approach can move all of the hard work you put into your job search from the "I

landed interviews" side of your list to the "I learned from my mistakes" side. So here's how to prevent mistakes.

The first thing to do in any and every job search campaign is to devise a plan of how you are going to land interviews. The better you are at calibrating your approach, the more interviews you will land, and the name of the game in landing pharmaceutical sales interviews is marketing yourself to the max.

In other words, get the word out and get it out big time! If it's the last thing you do, your goal is to make that one extra person stop, look, pick up your resume and the phone, and call you with that interview offer for your dream job.

Anyone can put a resume together, pass it around to a couple of people, and post it on a few job boards. Problem is, if you don't know how to load your resume with keywords so that it will be found among thousands, your chances of landing interviews could be slim.

In a search for a pharmaceutical sales job, the more perfect your resume, and the more you get it out to the right people in the right places, the more you will land interviews. The more interviews you land, the better your chance of landing a job. Simple as that.

An example: Suppose you are perfecting your resume and are hoping to get it out to

a couple of recruiters who might be able to help you. You send your resume to a couple of local recruiters who are pros at placing pharma reps. You land one interview. Yippee....that's a start!

Now take the same scenario, but this time imagine that you fill your resume with a pharmaceutical-sales-specific objective, list your salary requirements, load your resume with quantifiable achievements, and then send it to recruiters all over the country. Your resume now shows accomplishments in hard numbers, and they love it. A recruiter in Florida knows about an opening in your town of Detroit, Michigan, and gives you a call. So do 15 other recruiters. Okay, you're warming up!

Now, you try a different track: Instead of just posting your resume online, you load it with the keywords that the recruiters and HR people are looking for. They actually find you! You get 3 more calls for interviews! Wow! You laugh all the way to your interviews when you think of how smart you are compared to your competition. Suddenly, you are having a great time at this job search stuff, and you are having a blast lining up your next interviews.

Can you say, "future pharmaceutical sales rep"?

You are really working this job search right! You decide to take it one step further and reach out to more companies than your

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competition. Instead of simply applying to the largest companies, like Merck and Pfizer (which typically get around 1,000 resumes per posting), you decide to apply to companies like Pan American Labs, a company that doesn't normally post its openings online and averages 25 resumes per opening. And, rather than wait for them to post an opening, you send them a resume. (Imagine that!) You do this with 200 other smaller companies, and the calls for more interviews start to roll in. Wow... even your ex-girlfriend is starting to think you're smart!



This is just a glimpse of how to really make an impression and land interviews. The competition for pharmaceutical sales jobs is fierce. Knowing where to start and how to outsmart the competition is the key to landing your dream job.

Get more information on how to land interviews by following the advice in my best selling book, *3 Days to a Pharmaceutical Sales Job Interview*. And, let me help you market yourself to the max with my other products: targeted resume distribution to pharmaceutical industry recruiters and my desktop job search tool, the pharmaceutical company "List on Disc." Furthermore, if you would like a no-nonsense review of your resume, check out my free "Resume Tune-Up" by email. And finally, for help with interview preparation, consider the "Interview Audio CD." For more information, visit www.pharmaceuticalsalesinterviews.com or email me at Lisa@listondisc.com. I am online just about everyday and take great pride in helping people to the best of my ability.

About the Author

Lisa Lane is the pharmaceutical sales industry's most visible author and consultant.

Lisa is currently President of Drug Careers, Inc., a leading pharmaceutical

sales career development company which provides curriculum for entry level training programs for university programs across the U.S. She is recognized as an authority in her field and is the recipient of a Marketing Destiny Award for creative sales programs.

Lisa has served as a career expert for many pharmaceutical career websites and the career sections of many newspapers and periodicals, including "Career Builder", *Sales and Marketing* magazine, *The LA Times*, *The Baltimore Sun*, *The Miami Herald*, *The Chicago Tribune*, and over 20 others. She maintains daily contact with professionals in all areas of pharmaceutical sales, counsels her customers, and devotes a lot of time to staying on top of current pharmaceutical news and information.

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