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## Hard Sell: The Evolution of a Viagra Salesman

*Jamie Reidy*

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#671082 in Books Andrews McMeel Publishing 2005-03-01 Original language: English PDF # 1 .92 x 5.80 x 8.52l, 1.00 #File Name: 0740750399224 pages Great product! | File size: 65.Mb

**Jamie Reidy : Hard Sell: The Evolution of a Viagra Salesman** before purchasing it in order to gage whether or not it would be worth my time, and all praised Hard Sell: The Evolution of a Viagra Salesman:

1 of 1 people found the following review helpful. Sex Sells...But So Does HumorBy SLD12DAYAs a general rule, I completely detest Big Pharma and everything involved with it. I could not help but make an exception when I read Hard Sell: Evolution of A Viagra Salesman.I appreciated the author's quick wit, humorous sarcasm and how his insatiable desire to do as little as possible somehow translated to working smarter, not harder (pun not intended). His

writing style makes me feel like he is having a conversation where he has leaned in to share privileged (and juicy) information with me, resulting in a quick read and leaving me wanting just a bit more. Books that become movies are usually butchered by Hollywood, and while Love and Other Drugs has certainly been "Hollywood-ized", it is still similar enough to Hard Sell that it wasn't ruined. The book is still better, though. 2 of 2 people found the following review helpful. Funny, accurate and a great read!! By Zen\*Yogi\*Girl I have been meaning to watch "Love and Other Drugs" - the movie that this book inspired, especially after a recent sales meeting when a co-worker mentioned that all the fuss, hype and stunts reminded him of this movie! But as I am on a reading kick right now, I decided to buy the book instead! I am glad I did! It was a fun, easy, entertaining read. Very engaging, funny and well written! But for me, the funniest part, was just how true this book was (Viagra part aside - I cannot validate that!) Now, just to set the record straight, I have never worked for Pfizer, but I have worked in this industry! Unlike the author, I have not stayed in bed until 10 am while professing to work, nor have I paid someone to fill up my company car while I enjoy a cocktail or many on a beach; and I have never dipped into the company products - I think a lot of companies have measures in place these days to guard against that! Though I am sure this does go on! But that aside, the details on the training had been spewing quotes to my husband who had listened to all of this before as I relayed my own tales of training! I almost died laughing at how the author had worked for such a completely different company, yet had experiences so similar to me...and the manager ride day!! I am sure every Pharma and Med Rep could relate to that!! This is one of the most fun reads I have had in a while, though I recommend it to any reader...I really suggest this is a must read to anyone that has ever worked in this industry! 38 of 41 people found the following review helpful. HILARIOUS AND PROVOCATIVE By PRI'm an executive at a major drug company and I hesitated at first about writing a review for "Hard Sell." But in the end I just couldn't resist. "Hard Sell" is simply too funny and too important to ignore. It was a long time since I read a 200+ page book like this one in only a day and laughed this much. I simply couldn't put it down. Jamie Reidy tells the inside story of how he became a drug company rep and all the ways he found out to cash a paycheck while doing as little as possible. If I hadn't already heard many of these creative ideas, shared by drug reps during past sales meetings, I wouldn't have thought this was for real. But behind the humor this is a cautionary tale to policy makers and patients. "Hard Sell" is brutally honest about what really sells drugs. What sells, according to "Hard Sell," is sex. A couple of the most memorable lines in the book are "I witnessed men undergo complete personality makeovers in the presence of female salespeople," and "The women had the most basic human response on their side; regardless how behind schedule or how crazy the day, a male doctor would snap to attention at a mere whiff of perfume or a glance at a pretty girl, his instinctive desire to reproduce having kicked into gear." In the end, anyone who has seen the good-looking pharmaceutical sales reps in any U.S. sales force has to ask if we want to have our drugs prescribed based on "male doctors' instinctive desire to reproduce" or based on science. As a doctor myself, I'm afraid that science is taking more and more of a backseat today.

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