

OBJECTION HANDLER



Guide to Handling HCP Objections

This guide outlines the steps to handle objections you may hear from HCPs when discussing Takeda neuroscience products.

Pre-Call Planning Considerations

Be ready to handle objections by gathering the following 4 key facts about the HCP or the practice before the call.

1

Pull-through opportunities

Which major payers provide favorable access to Takeda products?

2

Branded utilization vs. generic utilization

Is the HCP writing a significant number of generic prescriptions? What's the trend over time?

3

Recent managed care wins with local employer groups: Are there large local employers that have recently switched to offering a plan that has more favorable access to Takeda products than previously offered plans?

4

Redemptions

Are patients from the practice using the savings card program? What's the trend over time?



The Objection Handling Model

Rather than responding to an objection with an immediate resolution, follow this proven 4-step process. This will help you uncover the underlying concern, and it will make the HCP feel that he or she is being heard.

CLARIFY to understand the concern

To fully understand the concern, ask open-ended questions to gain full understanding and insight into the concern/objection.



RESPOND by providing facts

Use approved messaging and resources to compliantly address the concern/concern.



ACKNOWLEDGE the concern

Make a statement that lets the customer know that you understand the concern and that you empathize. It's not necessary to agree with the customer.



CONFIRM understanding before moving forward

Check to ensure that the information you provided addressed the customer's concern by asking, "Is that information helpful in addressing your concern?" or similar. Also ask if the customer has any other questions or concerns.

