

SOME SUCCESS RECIPES OF PHARMACY EMPLOYEES

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One of the main branches of pharmaceutical deontology considers the relationship of pharmacy workers with customers. A modern customer is divided into two categories: price-sensitive and sensitive to the quality of goods and services.

For price-sensitive customers rationalism, aimed at a lower price is important. For "Traditionalists" the main thing is proven, long-known medications that have proven to be successful. For "Saving customers" the crucial thing is a low price.

For sensitive to the quality of goods and services visitors the guarantee of product quality and counterfeit protection, comfort with the purchase. You can attract such a visitor by some original design of your pharmacy, the correct computation and professional advice of the staff. For "innovators" everything new is important, but it must be of very high quality, reliable and aimed at the preservation of health. "Upward" focus more on the prestige of the product than on its quality and reliability.

All these categories of pharmacy customers have special temperament and manner of behavior. Therefore, the pharmacist has a challenge - to be able to cope with the emotions of a man who stands on the other side of the counter. Here are the main group of customers: "A sure customer" knows exactly what he needs. He asks questions only about the issue, insists on his opinion and relies on his taste. "A know-it-all" thinks he knows better about the product than you. But he can argue actively with you, demonstrating his knowledge. A pharmacist needs to listen to his customer's comments, but to defend his own position. "A talkative customer" is always happy and literally dancing with joy. The task of the pharmacist is to try to direct the flow of his words in your professional direction: to learn about the disturbing problem and to choose the necessary drug. The so-called "knight at the crossroads" is quite a difficult customer, who can not make the right choice. With this visitor be patient but persistent; clearly define his preferences, show the benefits that he will receive, taking the decision to buy now. "A positive thinker" is generally positive. He's interested in the product and in the information that you can provide. Communication with this customer is probably the most constructive: the questions relate clearly to the subject, his objections are always reasonable, he listens and makes quick decisions.

Conclusion: despite the commercialization of relations in pharmacies, we can not forget that the task of the pharmacy staff is providing high-quality, effective and affordable medicines. Be an assistant in recovery of all your customers!