



**FOR IMMEDIATE RELEASE:**

## **New Progressive Approach to Pharmaceutical Sales and Marketing**

**Oak Brook, Illinois (March 30, 2011) - Virtual Pharma Rep™ announces revolutionary strategies to encourage and enhance the all-important pharmaceutical-to-physician relationship.**

New dynamics within the pharmaceutical industry are requiring a paradigm shift in the current business model. The focus should now be on reinventing — rather than just re-engineering — the personal sales approach. In order to continue to be successful, pharmaceutical companies need to redefine how they service their clients.

Virtual Pharma Rep Direct Connect 360 solves the problems of the traditional pharmaceutical sales model by employing a new Internet-driven approach that will engage clients to fulfill their educational requirements and service expectations. It focuses on the desires of clients rather than on products, and builds dominant relationships through personal, convenience-based real-time online interactions.

The features of Direct Connect 360 render contact efforts vastly more effective for both parties, with greatly increased participation, yet at a greatly reduced cost for pharmaceutical companies. Embracing industry changes and stepping forward to become a part of the process will yield great rewards.

Jim Rediehs, CEO and Co-Founder of Virtual Pharma Rep™ explains, “Solving the current challenges in providing education and knowledge to physicians and enhancing the all-important pharmaceutical-to-physician relationship were our goals, and we are extremely excited to introduce these new communications strategies to the industry.”

Virtual Pharma Rep’s Direct Connect 360 program will meet and surpass clients’ needs while saving them significant money to assist current representatives in obtaining their goals, filling white space or utilizing the program as a complete sales system with measurable growth outcome.

The Virtual Pharma Rep™ white paper titled “Sustainable Success in Pharmaceutical Sales and Marketing” examines the current state of pharmaceutical sales and how technology and changing physician behavioral conventions are creating opportunity for a fundamental shift in the classic sales model. Get access to the white paper by visiting [www.virtualpharmarep.com/white-paper.html](http://www.virtualpharmarep.com/white-paper.html).

About Virtual Pharma Rep™

*Virtual Pharma Rep™ is revolutionizing the pharmaceutical industry by leading the paradigm shift to virtual sales support and service models that enhance or replace existing and expensive pharmaceutical marketing programs. Led by a team that is highly experienced in the creation of future sales and growth strategies in pharmaceuticals, Virtual Pharma Rep™ redefines how companies service their clients with unique approaches that address current trends and adapt to evolution in the way we work, learn and communicate. For more information please visit [www.virtualpharmarep.com](http://www.virtualpharmarep.com).*

**Media Contact:**

Ann Norman

+1-310-927-5158

[ann\\_norman@normancommunications.com](mailto:ann_norman@normancommunications.com)

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