

# THE LOBBY PLAYBOOK

10 Steps to Breaking Into Medical Sales  
and Igniting Your Career



**THE LOBBY**  
MEDICAL SALES NETWORK

1. What is medical sales and is it right for you?
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# 1. What is medical sales and is it right for you?

**As a medical sales representative, you are responsible for representing and selling your company's product to the customer.**

You could be responsible for selling to doctors, physician offices, hospitals, surgery centers or labs, depending on your specialty. With an average salary of around \$150,000 with top earners making over \$300,000, medical sales is an extremely competitive industry that is well known for being difficult to break into. These jobs are highly sought after for a good reason—competitive salaries, meaningful work, and flexible hours. However, the positions require a hard grind, immense medical knowledge, a driven mindset, and commitment to learning new and technical information.

**I've been in your exact same position as you right now.**

I was a high school teacher living paycheck to paycheck when I first became interested in a medical sales career. I didn't know where to start or anything about the job, other than it was in healthcare and paid extremely well. Since then, I have gained over 10 years of experience in the industry, accepted multiple awards and attended numerous President's Club trips.

**I am here to offer you insight in the the business and coach you through a proven method for breaking into medical sales and landing the job of your dreams!**

**This workbook is intended to be an insight into the 10 step coaching course I have created to help individuals just like you get into medical sales.**

**Please answer the questions as you go through the book to prepare for the course.**

If at the end, you are convinced that a career in medical sales is what you truly want and are willing to take the steps necessary to break into this extremely lucrative and rewarding career— then book a free call to discuss your next steps. We have open sales positions available waiting for you. Call today!

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Why is medical sales the right career for you?



Why should a company hire you over any other candidate?

What fear is getting in the way of you taking the next step in your career?

If you think you are committed to taking the necessary steps to break into medical sales, then read on to learn more about the different specialties in medical sales and determine which one is the best fit for you.

## 2. What are the different types of medical sales?

Not all medical sales roles are created equal! There are many different types of jobs in medical sales and it is important to determine which industry niche is the best fit for you before you begin your search.

We will cover all of the different specialties and then take a deep dive into your background, completing a quiz to help you find your niche!

### Medical Device Sales

If putting on scrubs every morning and working in the Operating room sounds exciting, then this is the role for you! Surgeries often start early, requiring the representative to be at the hospital or surgery center as early as 6AM.

This is an extremely exciting and rewarding market since you are helping make a direct impact in a patient's lives. **You become the product expert and help lead the surgical team through the operation.** An example of this role is representing an orthopedic company selling hip or knee replacements.

This is an extremely exciting and fast growing segment of the healthcare industry.

### Pharmaceutical sales

Pharmaceutical sales representatives are experts on the products they represent and the conditions their medications treat. This requires a very high level of knowledge of pharmaceuticals, which comes from very in-depth and rigorous training each representative is required to complete. Reps call on physician offices to educate them on the clinical benefits of the medication, its intended uses, and ideal patients.

To be successful in this industry **you must be a clinical expert on your product and have the ability to develop strong relationships** with your physicians.

## Biotechnology

As new and upcoming technology continues to be developed, the field of biotechnology is one of the most exciting fields in the medical industry. This segment of healthcare continues to be on the forefront of innovation with the rise of emerging technologies like biosensors, 3D bioprinting and bioenergy.

Depending on the technology you represent, representatives sell to physician offices or the operating room and **require education in sciences like genetics and biochemistry.**

If selling a 3D printed heart valve to a physician sounds exciting, then this is the field for you!

## Medical Equipment

Just as the name sounds—the field of medical equipment involves selling tools, furniture and **equipment that can accommodate for patient care, but do not involve diagnosing or treating diseases.**

Examples include operating tables, patient monitors, hospital beds and many other pieces of equipment found throughout the hospital and physician offices.

These items are often high dollar, one time transactions and purchasing decisions involve the managers, administrators and executive suites. Because these purchases are less frequent, reps tend to have larger territories that require more travel.

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Which specialty are you most interested in pursuing a career?



What qualifications do you possess that make you a great candidate for that particular position?

# 3. What positions should you be applying for?

**If you've made it this far then you are committed to finding a job in medical sales and are starting to figure out what specialty you are interested in pursuing.**

That is a great start!

We have lists of companies and direct contacts for you, based on what you choose. As we begin to provide you with job opportunities, you will notice terms like associate sales rep, sales rep, territory manager, 1099 contract positions and W2 direct hires arise.

**We are here to break down the differences between these terms and guide you through understanding which position is best suited for you.**

## Associate Sales Representative

An associate sales representative is an entry level position, which means lower pay. However, this is where most people start in the industry. The associate sales rep will train under an experienced, senior sales rep with a current book of business.

These types of positions are great because they give you an opportunity to be **coached by someone who possesses extensive experience and success growing a territory.**

Representatives that can prove themselves capable in this role, will get promoted to your own territory in 12-18 months. We will continue to look further into what employers require for this role and how to position your own experience when preparing your resume.

## Sales Representative

If you currently have successful experience in B2B (business to business) sales, then this is the job you want to be seeking. Different companies have different names for this position— territory manager, sales specialist or sales representative.

These reps will be **responsible for growing and developing their own territory with a sales quota tied directly to them.**

If you are an experienced sales professional ready to break into medical sales, this is for you. These positions are highly competitive but don't worry, follow our playbook and you will be steps ahead of your competition.

## 1099 (distributors) Vs. W2 (direct hire)

As you begin your job search, you will begin seeing two different types of positions—1099 and W2. It is important to know the difference between the two and how they pertain to you when choosing a position.

I have been in both positions throughout my career and can give you all of the pros and cons for each position. For now, know that **as a 1099 sales representative, you will be working for a distributor of the manufacturer instead of a W2 employee, who works directly for the company.**

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Based on your experience, what role are you an ideal candidate for?





# Determine your WHY.

## Get clear about your vision.

I hope by now you are starting to get a better understanding of the medical sales industry and have a clearer picture on the exact position you are seeking. Let's take a minute and bring clarity to your vision. **Being specific about your vision will be one of the most important pieces of breaking into medical sales.**

Take the time to write that vision below. Be very detailed.

What is your dream job? Which specialty do you want to be in?  
Know your WHY. This will come up in interviews and we will spend time coaching you through this question.

Why are you seeking a career in medical sales? Why are you the ideal candidate for the position and why should a company hire you?

**Commit to this vision now.** These jobs are extremely competitive, but if you *commit* to this goal and *follow* the steps I have outlined below, you can achieve it.

Share your vision with someone who you know will support you on this journey. There is nothing I love more than hearing the passion and dedication from individuals committed to pursuing their dream jobs!

**Please email me your vision now at [kendy@thelobbynetwork.com](mailto:kendy@thelobbynetwork.com). I can't wait to hear from you and support you in every way possible.**

I am so excited for you!

You are taking the steps so many others only talk about. **The difference between successful people and unsuccessful people is action.**

Action is the difference maker and will take you from where you are to where you want to be. I still remember the day I committed to breaking into medical sales over 10 years ago. I set a goal and took action. For me, and so many others that have broken into medical sales, that meant finding a mentor and a coach. I hired a coach that had proven success in the industry that could coach me through the hiring process and help me land the job of my dreams.



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## 4. Why hire a coach?

**Hiring a coach provides a different perspective than a recruiter. With years of medical sales expertise, a coach can provide insight, support, guidance, and accountability. A coach is committed to your success, not just filling an opening for a company.**

### To develop a plan

A coach will work with you to take your vision statement and turn it into an actionable plan. The first step is to determine where you want to go. In the previous chapters, you just determined that. The next step is working with your coach to **implement proven techniques** to get you there. Having a structured process provides direction, purpose and focus.

### To hold you Accountable

Your coach will help you stay on track to achieve your goals by providing you with accountability. You will **achieve your results faster and save time** instead of trying to do it all yourself.

Having this type of structure will ensure you stay focused and will help counter obstacles that would throw you off course. Your coach is there to hold you accountable to your action plan.

### To learn from experience

A medical sales coach will have the **industry experience and expertise** to understand the steps you need to take and the challenges you will face.

I have a proven process to help overcome those obstacles and achieve faster results.

Before working with any coach, you want to make sure you are the right fit for each other.

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What are the top 3 things you are looking for in a coach?



# 5. How to build your online brand

**It is estimated that 78% of Americans have a social media profile. That can be a good or bad thing when it comes to applying for jobs. It is now very common for hiring managers and recruiters to check out your online profile to learn more about you.**

Before we start applying for jobs, we always review our client's online profiles together and ensure they represent you in a professional manner.

## Professional Photos

Let's start with the first thing anyone will see...your profile picture.

If you haven't already done so, now is the time to invest in a professional headshot. Your profile picture will be your first impression and we want to make a good one! You can use these photos across all of your social media platforms. Make sure you dress professionally, showcase your personality, and pictures are in high resolution. **Do your research and hire a professional photographer.**

## Social Media

In today's era, social media continues to play a large role in the hiring process. With websites like LinkedIn, Facebook, and Twitter, you are put on display for the world to see your thoughts and view your images. Now that you have updated your profile picture, let's start cleaning up those pictures and posts.

This means **removing any posts that may be inappropriate or offensive.** We will spend a lot of time building out your LinkedIn page in order to promote yourself for a job opportunity in medical sales.

## Video

One of the latest trends in job interviewing is a video component. Companies will now allow you the opportunity to submit a video along with your application. Many employers are using these videos as a **means to evaluate a candidate's personality and professionalism** before scheduling an interview.

I will share with you exactly what employers are looking for in a video and coach you through the process of creating your own video that gets you the interview you are hoping for.

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What are 3 items you need to address on your social media platforms?



Next to each item, write an action step you will take to address the issues.

## 6. How to build your resume

**Your resume will serve as the most important document you create throughout this process. Our team has worked with hundreds of hiring managers and to determine how hiring managers review resumes, what they are specifically looking for on a resume, and the key information for you to include.**

However, more important than knowing the qualifications— is knowing what makes YOU stand out from the other candidates.

As your coach, we will **identify accomplishments from your past roles** where you have earned **recognition and awards and use those experiences** to build your brand. The key is to tailor your resume specific for that position.

Your resume must sell you on paper to get the interview and you must sell yourself in the interview to get the job.

**We are here to help make sure your resume stands out** from all the other candidates applying for the same position.

### What is a brag book and do you need one?

If you have spent time researching medical sales positions, you have probably come across the term 'brag book'. A brag book is a portfolio of documents that highlight your professional accomplishments.

This could include **awards, letters of recommendation or training certificates**. Are you a recent graduate or don't have sales experience? Don't worry, I will walk you through exactly what hiring managers are looking for in a brag book and how you can create yours. *Remember*, I was hired as a teacher!

Do you need a 30/60/90 day business plan?

YES! Your business plan will show the hiring manager that you understand the responsibilities of the job and have a plan of action WHEN you get the job.

**You are not preparing for the interview hoping you get the job, you are going into the interview with a plan.**

Creating this business plan will take a lot of time and thought. Do not worry, that is why I am here to help you. **I will walk you through exactly what to include in your plan and how to stand out from your competition!**

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Take a look at your resume—



What do you have that makes you stand out from 100 other candidates interviewing for the same position?

What makes you unique?



## 7. Gain experience without having a job

**If you are new to the industry, you do not have any experience in the industry and hiring managers know that. But remember, you are competing with 100 hundred other applicants so you need to find as many ways as possible to stand out from the competition.**

So what are some ways you can begin to make your way into the healthcare industry before landing a sales position?

### **Job shadow someone in the industry**

Do research and find someone in the healthcare industry that is willing to let you shadow them for a day, or multiple days if possible. The more experience you have the better.

This could be a doctor, nurse, purchasing manager, or secretary. Even if this means volunteering at the hospital or a doctors office—you must get creative and use your resources.

The ideal person to job shadow is a current medical sales representative. That is the avenue I chose personally when I was pursuing a job in sales. I would ride along with a rep and do whatever I could to learn and gain experience.

**Ask questions. Take Notes. Network with anyone you meet. Ask for cards.**

You are now walking in the medical sales bubble, even if for only a day— make the most of it! I will coach you on how to include this experience in your resume and also ways to incorporate it into your interview process.

### Seek an internship

Hiring managers will favor individuals with sales experience and a knowledge of the industry. One of the best ways to get experience is by **completing an internship at a healthcare company.**

Internships are an opportunity to gain relevant experience and network with individuals in the industry. We will provide you with a list of companies that offer internships, connecting you with the necessary hiring managers.

### Complete training programs

One of the quickest ways to gain experience is by completing a training program. There are different programs available that can cost up to \$20,000.

**I have created the TEACH program at The Lobby** as an in-depth, yet affordable training opportunity for individuals wanting to begin their medical career by receiving certifications in areas like OR protocol, surgical instrumentation, and bloodborne pathogens.

These are great additions to your brag book!

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How are you going to obtain relevant industry experience to stand out from your competition?



## 8. How to effectively network

**According to a recent study, somewhere between 80 and 84% of all roles are landed through professional networking.**

The ability to network will not only be extremely imperative as we begin your job search, but it will be a skill that serves you throughout your entire sales career.

Networking is arguably one of the most valuable skills you will master as a medical sales rep. As we begin working together, **I will introduce you to my extensive network of hiring managers, recruiters, and contacts in the industry.** For the time being let's discuss a few key ways you can begin networking in your community now.

### LinkedIn

LinkedIn is a well known platform for making professional connections and networking. However, there is a correct way to utilize the site and many mistakes to avoid along the way.

I receive several messages a day from candidates trying to connect and learn more about medical sales. In the training course, **I will help you draft an effective message, make meaningful connections, and provide you with several medical sales groups to join.**

### Recruiters

If you have never worked with a recruiter before, let me explain what they do and how they can help. Companies will pay recruiters (upwards of \$5,000) to find candidates for their open positions. Recruiters often have strong relationships in the industry and know about opportunities that aren't otherwise available.

But remember, the recruiter gets paid to fill the open position—whether its with you or someone else. I always **recommend working with a coach** or someone that has **YOUR best interests in mind.**

### The Lobby: A Medical Sales Network

I recently founded The Lobby to create a network specifically for the medical sales industry. Think LinkedIn—but only for current and aspiring medical sales professionals.

The Lobby hosts in person networking events which are a great opportunity for you to network with other sales reps and learn more about the industry.

We also have a LinkedIn group that consists of current sales reps, aspiring reps, and recruiters. It's a great place to find current job openings as well as post your interest in finding a job within the medical sales industry.

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Identify 3 ways you plan to network with individuals in medical sales.



## 9. Where do you find a medical sales job?

**You have done your research, determined the specialty you want to pursue, prepared your social media and have your brag book ready. Now where do you look for open medical sales positions?**

Again— the best way to hear about opportunities is through networking, so you can know about the job *before* it hits the job boards.

Think of it like buying a house. You would want to know the house is going up for sale before it hits the market, so you don't have to compete with as many other offers. **There are several ways to find job opportunities.**

### Company websites

Once I decided I wanted to pursue a career in medical sales, I identified the companies I wanted to go after. I researched their websites and found the job posting page. (Once you find the page, bookmark it on your internet browser so you can easily go back and check for updates.)

I would spend time each day checking for updates and applying to jobs. Every company more than likely has a "careers" page that will take you to their job openings. From there, you do a search based on the position and location of the job you are looking for.

After 10+ years in the industry, I have compiled a list of the top medical companies to work with. **I provide this list to my clients, saving them time and energy.**

### Paid websites

There are several websites that have been created specifically for posting open

medical sales jobs. You will have to pay a monthly subscription fee, but it **will give you access to the most current opportunities in medical sales.**

Many of these postings are often done by recruiters looking to fill one of their open positions.

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Time to take action and determine your strategy.



Write out your game plan below for finding open medical sales positions.

# 10. Preparing for the interview

**You found a job and landed an interview? Great! Now let's get prepared.**

Now it's time to sell yourself and go get the job of your dreams! This will be your time to shine or moment of doom, like so many others.

**The interview process for medical sales is unlike any other industry.** It is a very intense and extensive process that can include a phone interview, personality tests, a ride along, manager interview, video interview, presentation, and finally an interview with the VP of sales. It can all seem very overwhelming if you don't have someone coaching you through the process. But don't worry, I've got you covered. I have been through this process myself and hired countless reps over the years.

We will meet throughout the process and provide you with sample interview questions and strategies for answering each of them. For the time being, here are a few tips for interviewing for a medical sales position.

## The Do's of an interview

- **Do** spend time researching the company and the individual interviewing you.
- **Do** dress professionally.
- **Do** get a business card so you can follow up.
- **Do** bring your brag book and copies of your resume.
- **Do** have questions prepared.
- **Do** close the interview!

## The Don'ts of an interview

- **Don't** be late.
- **Don't** display hesitancy. Now is your time to be confident and sell yourself!

- **Don't** get discouraged.
- **Don't** leave the interview without asking for next steps

## Interview questions

This is what separates the herd. Just like a sales call— you must be prepared BEFORE you walk into the interview.

I personally purchased index cards and wrote out 100 sample interview questions and answers. I would ask my friends and family to interview me for practice. You wouldn't step up to the batters box of a big baseball game without taking a few practice swings right?

**I will provide you with an extensive list of the most common interview questions** so you can prepare your answers and start practicing before the interview. We will make sure you are confident and feeling well prepared.

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Here is one question you better make sure you are prepared to answer:



**Why should we hire you over everyone else applying for this position?**



**Are you looking for more training,  
coaching and mentorship to help you  
break into the world of medical sales?**

**Contact me at [kendy@thelobbynetwork.com](mailto:kendy@thelobbynetwork.com)**

Follow The Lobby on Instagram: [@the.lobby.network](https://www.instagram.com/the.lobby.network)



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