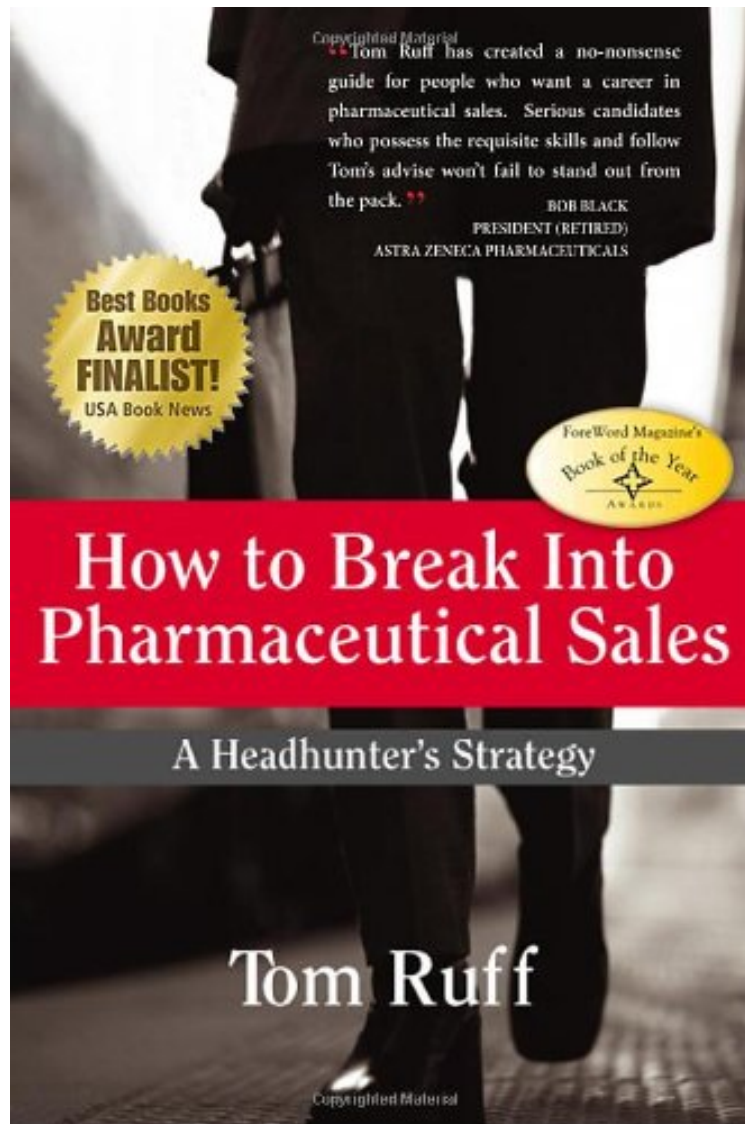


# How to Break Into Pharmaceutical Sales: A Headhunter's Strategy

Tom Ruff

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#577809 in Books 2007-06-01 2007-06-01Original language:EnglishPDF # 1 .58 x 6.10 x 8.94l, .87 #File Name: 0978607015240 pages | File size: 43.Mb

**Tom Ruff : How to Break Into Pharmaceutical Sales: A Headhunter's Strategy** before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Break Into Pharmaceutical Sales: A Headhunter's Strategy:

0 of 0 people found the following review helpful. As if the author wrote this book in one night and cut paste everything from online searchesBy Lt. Pete MitchellPurchased this book hoping that it would be a great resource as to the exact steps of applying, interviewing, and nailing my first job as a pharmaceutical representative. What I got was a

book full of mish-mash, with all the information either super intuitive ("it's best to know someone who can refer you," "network as you'll find more opportunities," "have a degree that's compatible with the sciences," or "have a really good record of sales in ANY industry") just to name a few. WHO DOESN'T ALREADY KNOW THIS INFORMATION???

Anyway, after about 5 tries of picking this book and putting it down I just continued applying and reaching out to friends/colleagues in the scientific field who might have connections. Low and behold, I was hired by Eli Lilly Company within about 1 month of purchasing this book (and using NO information from it) and several interviews with different companies. My advice? Don't waste your money on this book when all the information in it can be googled or found from people in the industry itself. And the information is basic at best - you're going to gain every in and out you can possibly need by grinding it out and doing the work yourself. This book will just take away from the 2 hours you could have spent at career fairs, college fairs, or just applying online.

2 of 2 people found the following review helpful. The only resource you need to Break into the Industry!

By BwellsI am trying to get into Pharmaceutical sales. I have extensive sales experience but none within the medical field. I know how important it will be to really shine during my interview process. Knowing how difficult and competitive it is to break into this industry I spent days searching for the best book to help pave that path! I spent too much time and money buying books, paying a Resume writer firm to sculpt my resume for success. I was quite disappointed on my lack of responses. After reading this book, I realized this was the only book I needed! I literally received a job interview within days of finishing this book. This book is well written and informative. Tom provides information polled by pharmaceutical sales reps and district managers from major pharmaceutical companies. Needless to say there are many helpful tips that will not only help you get into the industry, but to stand out among the thousands of other potential candidates! Other books I purchased focused just on the interview process. Obviously important, but there are other steps you must know or do before you even get to that point. Which is clearly detailed in this book. I gained a full understanding of what is expected, what pharma reps do, and what hiring managers are looking for in an "ideal" new hire. In effect, I learned how to become that "ideal" candidate, without anymore wasted steps, time, or money! I became "interview-ready" and found myself fully prepared in advance for any of the tough phone and in-person interviews that often come unannounced. In addition to offering impressive answers to interview questions, the book details the entire interview process and shows interviewees how not to "over-prepare or under-prepare". If all that isn't enough, this book goes above and beyond providing Company Profiles for the Top 12 pharmaceutical companies in detail and websites for others. This is a book that you will always be able to use as a very helpful and effective resource. This book is an easy read and I would definitely recommend it for anyone striving to obtain a job in the pharmaceutical or medical device industry. A MUST GET!

1 of 1 people found the following review helpful. Excellent Choice For College Student

By Maureen D.A close family friend was entering his freshman year of college. I wanted a good book to realistically support his interest in pharmaceutical sales as his chosen career path. After looking at about twenty related titles, I narrowed the choices down to six to peruse more in depth. Tom Ruff's book was the winner by far for my purpose. One thing that stood out to me amongst his straight forward information of this field was his section of college expectations, such as GPA. He offered bonafide motivation relevant to the young adult just beginning his educational pursuit of a career and how to get there via doing well in college. Mr. Ruff's writing was clear, interesting, fast-paced and engaging. This subject is far afield from my own career as a private practice psychotherapist and I found it compelling!

My buddy, Jared, recently read it to prepare for college and simply devoured the book! He summarized it to me as a book he will use throughout his life because it is for anyone interested in pharmaceutical sales at any point in their vocational life. He found the writing style engaging and readable, enthusiastic and relevant. Jared reported to me that Tom's writing helps the reader get "excited to get started in your new career", including "almost every situation that a person could get into is discussed and is broken down into parts for you to succeed", and "his advice gives you a sense of confidence". As a behavioral expert, my young college friend's review reflects what I was hoping for when choosing this book and offers the highest praise not easily earned from one this age. Upon reading this book, Jared has taken actions to ready himself for a highly successful academic college experience and set goals for his future in pharmaceutical sales. He's been inspired and motivated in a new, practical mode that convinces those around him that he will be successful in this field. That was my hope for my young friend when I chose it. Tom Ruff and Jared have begun a journey to make it happen for a lifetime!

Today, more and more candidates are competing for positions in the rewarding field of pharmaceutical sales. With Tom Ruff on your side, you can become one of the breakthrough stories. In his down-to-earth and deeply practical style, the President and CEO of Tom Ruff Company shares the secrets he's gathered over his 18 years of grooming and placing top talent. Widely regarded for his commitment to ethics and excellence, Tom has built a company that is a preferred recruiter for more than 100 of the country's top pharmaceutical and medical device companies, including Abbott Laboratories, Johnson Johnson and Pfizer. Specializing in the placement of pharmaceutical sales and medical device sales professionals, Tom Ruff Company is headquartered in Manhattan Beach, California, with offices in San Francisco, Phoenix, Dallas, and New York City.

"When Tom Ruff talks about the pharmaceutical sales profession, you stop and listen. Mr Ruff grabs your attention, voicing his passion and expertise in conversation!" --Shelley Irwin, NPR Radio "Enthusiastically recommended for anyone pursuing a career in this field." --Midwest Book "I definitely recommend How to Break into Pharmaceutical Sales; for those trying to break into the industry. It became my bible in the job search. A few months after reading the book, I received a job offer from Bristol-Myers Squibb!" --Kimberly Hoffman From the Publisher Award-Winning Finalist in four categories of the National Best Books 2007 Awards, including Business Sales, Business/Motivational, Business/Career, and Business Reference. From the Author With more and more candidates competing for positions in the rewarding field of pharmaceutical sales, I have dedicated my first book, 'How to Break Into Pharmaceutical Sales-- A Headhunter's Strategy', to helping you become one of the breakthrough stories. Approaching my 16th year as President and CEO of Tom Ruff Company, I have gathered all of my secrets behind grooming and placing top talent in one place. Tom Ruff Company is the preferred recruiter for more than 100 of the country's top 100 pharmaceutical and medical device companies, including Abbott Laboratories, Johnson Johnson and Pfizer. Our company is headquartered in Manhattan Beach, California, with offices in San Francisco, Dallas, Phoenix, and New York.