



Birkman Method® Helps Pharma Reps Find New Jobs

HOUSTON, TX (May 12, 2008): Eight of the world's largest drug makers recently announced the loss of 42,000 jobs, including such household names as Pfizer and Wyeth. The job losses fell disproportionately on their U.S. sales forces. Clearly, the days of growth for drug sales reps are seemingly over.

With unprecedented job cuts shaking the pharmaceutical industry and leaving many sales representatives suddenly jobless, The Birkman Method® for personality assessment is helping to reconnect stranded sales personnel with new positions by determining their underlying interests, personality strengths and workstyles, and helping them find new jobs that fit best.

“Pharmaceutical sales reps are some of the hardest-working, resourceful, and most resilient salespeople,” said Sharon Birkman-Fink, CEO of the Birkman International, developer of the Birkman Method. “By determining strengths, stressors, and work interests, these high-powered and highly-trained people may not only find a new job in the broader healthcare field, but may find a job that more completely suits their needs and plays to their strong points in another field.”

The current recession, coupled with the increasing standard of “closed door” policies for doctors has led to companies outsourcing what little sales they are keeping, and no longer hiring.

“There is no reason to panic, however,” said Birkman-Fink. “If a pharmaceutical sales representative has lost his or her job or is about to lose it, now is a good time to sit down, evaluate strengths and weaknesses, and see what else is out there.”

The Birkman Method uses a combination of factor analysis and statistical regression to ascertain a person's preferred method of working, and then matches their personality profile and interests to a set of appropriate jobs, or “job families,” within which a person will thrive.

“Pharma reps are valuable people,” said Birkman-Fink. “Their keen insight into the complicated U.S. healthcare system and the benefits of new and improved pharmaceutical products has taught them how to maneuver through a sea of complexity and be perceptive about things that other sales personnel might miss. Personality testing can help find them explore different opportunities that reps might not even know exist.”

For over 50 years, corporate human resources professionals, independent consultants, executive coaches, educational institutions and other not-for-profit organizations have used the Birkman Method with over 2.5 million individuals.

The Birkman Method accurately measures productive behaviors, stress behaviors, underlying needs, motivations and organizational orientation, helping people understand and seek careers that keep them at their best.

“The job market can seem daunting and fraught with dead ends,” said Birkman-Fink. “The Birkman Method helps people zero in on the career that fits them, and figure out where they will succeed without the guesswork.”

The Birkman Method ® has been in use for over 50 years and has been used by over 2 million people and 5,000 organizations worldwide, including corporations, not-for-profit organizations, governmental agencies, and individuals in their hiring, retention, motivational and organizational development activities. The assessment accurately measures social behaviors, underlying expectations of interpersonal and task actions, potential stress reactions to unmet expectations, occupational preferences and organizational strengths. For more information: www.birkman.com or 1-800-215-2760.

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