



FACTSHEET

REDUNDANCY – Make This An Opportunity

Redundancy in the pharmaceutical industry has been a recurring theme in November and December for the past three years or so; not the best time of year to be told you have no job. Yes the current global economic crisis has compounded matters but the affects we are seeing are more driven by the changing NHS, market access challenges, product pipelines and the drive for profitability.

So what do you need to do if you are told you are 'on consultation' or are actually redundant? **Firstly do not panic.** Then try not to take the news as personal, remember it is the job that is redundant, even if you feel unhappy about selection criteria for redundancy your HR Department will be ensuring that the process is fair and lawful.

It is normal to go through a whole raft of emotions which may include anger, relief, frustration, even sadness. The difficult aspects are often related to the fact that one day you had an interesting, respectable, well paid job with company car to suddenly being unemployed. Once you have digested this, and dealt with any immediate personal or financial implications, then please be positive so you use the situation as the opportunity it is to review your career goals and aspirations.

We know there are fewer jobs in medical/pharmaceutical sales than in the boom of 1995 – 2005 but the positive news is that roles are evolving, becoming more account management focused and often more specialist in nature presenting superb opportunities for strong sales professional to further develop their skills. It is fair to say that some people may see redundancy as a chance to move out of the sector, we are well trained by pharmaceutical companies and your transferable skills are marketable if you decide to explore that route.

Based on our experience there are some key tips which will be crucial in securing the right next position; you don't want to jump in to a job if it's not right. We do see too many people coming in six months post redundancy saying "I took my current job as I was redundant but realise now I took it because it was a job"; this doesn't look good on a CV.

1. Ensure you have all the data/evidence you need to sell yourself at your next interview. Too many candidates claim the information has been lost or still on the company PC which has now gone back. If you are competing against someone else with a good Brag File you could miss out on that perfect job. Find all your sales data, business plans, appraisals, field visit report, examples of additional projects, formulary letters etc.
2. Refer to this information when you are updating your CV; you need to have your CV as achievement focused as possible, these should be specific. Contact us (20:20 Selection Ltd) for advice.

3. Find an agency that understands the industry and how best to sell your skills.
4. Do not log your CV as open access on recruitment websites as you need to retain control of your personal information.
5. Do keep a log of where you have sent your CV and track progress of your applications.
6. Consider how a Recruitment Consultant can help you prepare for interviews i.e. interview practice, presentations, attending assessment centres or just a sounding board.
7. Be open to roles and companies you may not have heard of; there some interesting positions available.
8. Ensure you attend interviews you have committed to as it is a very small world.
9. Before an interview ensure you fully research the company and therapy area/products; the manager will expect you have done this as well as expect you can sell yourself for her/his specific position.
10. Be prepared to work on feedback after an interview as it will help at second stage or if unsuccessful help for your next interview.

This is not an exhaustive list of tips but hopefully it may give you some help and/or inspiration. Getting the right job does take a lot of time but things can happen for a reason, even though you may not know the reason at this moment!

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