

Pharmacy Talk Track

A clean conversation framework for medical reps approaching independent pharmacies.

30-Second Rep Intro

"I work with Peptide Partners, helping medical reps and independent pharmacies introduce a cash-pay wellness category around oral Bioactive Precision Peptides. The reason pharmacies are paying attention is simple: patients are already asking about weight loss support, GLP-1 support, energy, sleep, recovery, hydration, and healthy aging, but most pharmacies do not have a clean system to participate in that demand."

The Conversation Flow

Step	What to Say	Goal
1. Open with pharmacy economics	"Are you actively looking for new revenue streams outside PBMs?"	Find pain and priority.
2. Connect to patient demand	"Are patients asking about GLP-1 support, energy, recovery, or weight management?"	Create relevance.
3. Introduce category	"This is an oral bioactive peptide wellness category, not injectable or compounded peptides."	Clarify the lane.
4. Offer next step	"Would it be worth 10 minutes to show you the launch model?"	Book the next call.

Discovery Questions

- What non-PBM revenue streams are you currently exploring?
- Are GLP-1 patients asking about hydration, muscle support, or weight-loss maintenance?
- Do you currently sell any subscription-based wellness products?
- Would your team benefit from a simple staff cheat sheet and patient conversation guide?
- Who besides you would need to see the overview?

Close for the Next Step

"I can send the professional overview, but this is easier to understand in a short strategy call. Here is my calendar: <https://lighthousebrief.com/discovery>"

Key links: Book a strategy call: <https://lighthousebrief.com/discovery>
Professional overview: <https://online.flippingbook.com/view/907834673>
Product site: <https://makewellness.com/lighthousewellness/>