

Trends & Innovations Sales Force Effectiveness

<https://marketpublishers.com/r/T5AB6C9BAEDEN.html>

Date: March 2015

Pages: 0

Price: US\$ 595.00 (Single User License)

ID: T5AB6C9BAEDEN

Abstracts

What makes an ideal modern pharma sales representative and what skills, knowledge, tools, training and incentives will make them really effective?

Trends and Innovations in Sales Force Effectiveness is an important report for anyone looking to optimise their field sales force performance. This report offers critical insights for sales and training planners and management based on the experience and opinions of eight pharma industry experts who have led sales force change in their organisations across the US and Europe.

Key Benefits

Understand the essential skills and talents necessary for a successful pharma sales representative

Formulate strategies to make your digital communications effective for the wide variety of stakeholders that influence your business

Ensure your CRM and customer targeting/profiling systems deliver real “door opening” data that reps will want to use

Structure mentoring and training programmes that fully equip the sales rep to maximise impact and exceed commercial and customer expectations

Discover what smartphone, micro training, gaming and competition initiatives are being examined to improve knowledge retention and drive better sales performance

Create incentive schemes that reflect modern working practice and reward

results and initiative

Answers to Key Questions

Which digital tools are most effective and how can they help differentiate and improve stakeholder engagement and outcomes?

How can sales teams better utilise CRM and customer targeting systems?

How can good coaching harness knowledge and curiosity to create reps capable of engaging with multiple stakeholders?

What are the merits and drawbacks of digital training techniques and what role might gaming, personalisation and micro training play in the future?

Rewarding success: what incentive schemes are being trialled and what sales, engagement, customer and outcome metrics should underpin them?

Top Takeaways

Understand how novelty in your digital communications will help you stand out from the crowd

Expert insights on formulating effective sales rep training programs

Structuring novel incentive schemes that really motivate your field force

Real world experience on how industry is tackling the challenge of reshaping its field sales force

Identify key sales rep behaviours that must be challenged and changed

Appreciate how the sales rep function is changing and learn about the multi-stakeholder communications and sales challenges they face

Expert Contributors

Pharma

Head of Global Field Force Efficiency, LEO Pharma

Vice President Marketing and Sales, Pediapharm

Regional Sales Director, Dara Biosciences

Director – Patient Relations, Insights & Stakeholder Management, LEO Pharma

Head of Learning and Development, Grunenthal, United Kingdom

National Sales Director, Genentech

North America Global Innovative Pharmaceuticals, Team Lead, Commercial Effectiveness, Pfizer

Managing Director, InSiteHub

Global Marketing Operations, Strategy – Training & Sales Excellence, Bayer Pharmaceuticals

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