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## Synergizing Marketing Excellence & Sales Force Effectiveness

(Only available as in-house training programme)

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### By Edouard Demeire

*Visiting professor and Europe's most authoritative pharma marketing planning trainer.*

- How to **analyze marketing dynamics** in the sales territories and **gain stakeholder insight** locally.
- Effectively **segment and target the customer mix** in each sales region.
- **Tailor the marketing mix** at the sales territory level.
- Optimize **resource allocation** across the sales force.
- **Coach your reps and manage their competencies** so that they optimally implement marketing strategies and field sales excellence.
- Learn from **Edouard's in-depth expertise and extensive experience** in pharma commercial management.

### What sets this course apart?

The expert and his methodology: Edouard Demeire developed a methodology that makes sales and product managers work synergistically. Product Managers will learn how they can help Sales Managers to effectively implement their product marketing strategies in the regions, while Sales Managers will get the tools to develop regional commercial plans adapted to the local situation, as well as to manage the performance of their sales force accordingly.

The simulation game: Edouard developed a new and exciting simulation game whereby participants can gain the skills for making optimal sales force management decisions. You will take time allocation decisions and rep performance management decisions so that brand marketing strategies are effectively implemented in each of the sales territories, thereby learning how to maximize your sales figures!

### Who should attend?

The positions that will most benefit from this course are those bridging the marketing and sales functions, e.g. Business Unit Managers, as well as the teams of Sales Managers and Product Managers responsible for the implementation of marketing strategies at the field force level.

### Course agenda

## Day 1

- **Welcome & General Introduction**
  - The importance of market-driven sales management for the business performance of marketing & sales organizations
  - Introduction to the simulation game, by means of which you will experience how marketing strategies and sales activities interact, and you will master key performance management skills
- **Understand Market Dynamics within Sales Territories**
  - How national marketing strategies fail through differences in regional sales environments
  - Analyzing relevant regional market dynamics using “Road to Purchase” tool
  - How to gain insight into customer needs
  - Group work on: *Application of analyzing regional market dynamics to answer the crucial question “Where are we and where are we going?”*
- **Ensure the Right Customers are Targeted**
  - Which criteria should you use to segment physicians?
  - Selecting and prioritizing physician segments using the “Regional Customer Attractiveness Grid”
  - Deciding on a *Customer Portfolio Strategy* embracing all sales regions and all market segments
  - Optimizing targeting at the regional level by aligning it with brand positioning strategies
  - Simulation rounds 1 and 2: *Integrating regional customer selection and action planning*
- **Developing Action Plans Based on Local Drivers and Aligned with Brand Marketing Strategies**
  - A discussion on best practices in selling pharmaceuticals
  - Understand processes that impact on Rx sales by analyzing physician decision making processes and the influence of key stakeholders
  - Design a marketing mix in each region such that you maximize both the effectiveness and efficiency of sales activities
  - Setting Key Performance Indicators

## Day 2

- **Aligning the Competencies of Your Commercial Organization with Regional Market Needs and Potential**
  - Key principles of managing sales staff performance
  - Analyzing market and competence data to assess sales force performance
  - Optimizing sales manager time allocation across regions and activities using “The Sales Manager’s Dashboard”
  - Practicalities about translating product plans into regional realities
  - Simulation rounds 3 and 4: *Optimizing sales performance management and time allocation*
- **A Holistic Approach to Business Performance Management**
  - Pragmatic approaches to measurement in the new pharma environment
  - How to improve your follow-up - a discussion of pros & cons of:
    - Capability and performance benchmarking
    - Best Practice tools using “Performance Frontier” approaches
  - Simulation round 5: *This final round aims to consolidate and integrate all concepts and tools*
- **Final Debrief of Learnings & Personal Action Planning**

## Learning methodology

This course uses a variety of learning approaches, but most importantly a computer based simulation game that allows participants to apply the concepts and tools taught during the interactive lectures. The simulation ensures that you learn how to develop regional commercial plans that more effectively and efficiently implement national strategies.

## Meet the expert: Edouard Demeire

Edouard Demeire uniquely combines in-depth pharma marketing and sales expertise with academic rigour and a wealth of training experience all over the globe. His teaching, consulting and research focus is on systematic decision support tools and models for pharma marketing strategy and implementation

Edouard has trained well over 4000 executives in the pharmaceutical industry. He is a Visiting Professor at CEDEP/INSEAD in Fontainebleau, Solvay Business School in Brussels, ESCP-EAP in Paris, and SIMI in Copenhagen. He also ran hundreds of workshops at AZ, Eli-Lilly, LEO Pharma, Novartis, Organon, Roche, Schering-Plough, etc., at both corporate and affiliate level.

He is a close colleague of Prof. Marcel Corstjens of INSEAD. Together they developed the very successful STRATPHARM business simulation game and authored several authoritative articles in the area of strategic pharma marketing (see also button above right to download a recent publication) and delivering customer value through the commercial organisation

## Date & Venue

Since this course is offered as an in-house training programme only, dates and location are decided by the client.