PHARMACEUTICAL SALES TRAINING & DEVELOPMENT

Increasing Sales Training Effectiveness in the Pharmaceutical Industry by Capitalizing on Opportunities to do More with Less, Exploring Forward Thinking Training Methods and Technology, while Managing Costs and Working within Budgets

PROGRAM OVERVIEW:
As the Pharmaceutical industry continues to evolve and change, so does the role of the pharmaceutical sales trainer. While the industry faces pressing issues such as the expiration of major block buster drug patent, the Physician Payment Sunshine Act and a need to realign resources in order to maintain profitability and pipelines, companies are changing the way they consider their sales campaigns as well as sales force training and management. It is the responsibility of the sales training and development team to ensure that throughout all of the changes and challenges in the road ahead, sales reps continue to perform at a high level.

The execution of effective training has always been a concern for pharma companies as they seek to gain a competitive advantage and grow market share. As time and technology have progressed, so have the methods and opportunities that are available to train sales representatives and sales managers. It is more important than ever before for sales trainers to be innovative and maximize the use of key learning technologies while at the same time focusing on compliance, budgets, emotional intelligence, adult learning programs and training cross-generationally. It’s clear that today’s sales trainers wear many hats as they strive to overcome challenges and maximize opportunities in a rapidly changing environment.

This two-day executive level program will provide participants with extensive in-depth learning and knowledge share through interactive, case-study and workshop driven content, complemented by multiple networking opportunities with industry peers, speakers and service providers. Attendees will have the opportunity to learn strategies for overcoming key challenges involved in sales training while capitalizing on important opportunities. Through fostering a sense of collaboration, this unique conference program will inspire innovation and help bring clarity to pharmaceutical sales training, learning and development and education executives that wish to maximize their sales force.

DISTINGUISHED PRESENTERS INCLUDE:

Jeff Taylor  
Senior Director Diabetes Training  
SANOFI-AVENTIS

Russell Williamson  
Vice President of Sales  
PFIZER PHARMACEUTICALS

Michelle T. Lynch  
Senior Director Sales Training & Development  
JANSSEN BIOTECH INC.

Dr. Mike Bagshaw  
Senior Lecturer in Leadership  
UNIVERSITY OF WORCESTER BUSINESS SCHOOL

Dale Gordon  
Head of Global Sales Operations, Bioscience  
MERCK MILLIPORE

Brian L. Groves  
Deputy Director, Sales Training & Development  
BAYER HEALTHCARE

Peter A. Reed  
Corporate Account Executive  
ENDO PHARMACEUTICALS

Iida Hokkanen  
Instructional Designer, Global Learning Development  
BRISTOL-MYERS SQUIBB

Richard Standifer  
Associate Manager of Sales Learning, Virology Training  
BRISTOL-MYERS SQUIBB

Michael Arnold  
Senior Director, Commercial Training & Leadership Development  
ACORDA THERAPEUTICS

Tom Kukla  
Senior Director, Field Management Development  
PURDUE PHARMA

Mark Sabella, PhD  
Deputy Director, Sales Analytics  
BAYER HEALTHCARE PHARMACEUTICALS

Ellie Eckhoff  
Senior Director, Sales Training & Development  
SUNOVION PHARMACEUTICALS  
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Brian Miller  
Senior Manager of Learning Technologies  
ASTRAZENECA

Mary Myers  
Director Training & Development  
EISAI

Gary Mendelsohn  
Associate Field Director, Corporate Compliance  
ASTELLAS US

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Incorporating findings into ongoing or new sales training initiatives
• Data alignment to existing selling skills, models and messaging
• Current trends related to the customer-centric model

Sales professionals must engage in continuous learning as well. In order to be relevant, sales professionals spend their entire careers maintaining and updating their skills and knowledge. In order to be relevant, sales professionals must engage in continuous learning as well. For this reason, trainers must continually alter their programs and strategies to meet the needs of the new role of the sales representative.

Navigating Sales & Training Through an Ever-changing Regulatory Environment
In the current atmosphere of evolving medicine and a transforming healthcare system, the changing regulatory environment is driving for greater transparency in how pharmaceutical companies do business. As companies strive to comply with heightened regulations, many under CIAs, sales representatives have moved to the forefront of attention and become increasingly scrutinized. As a result, the sales training role progressively becomes more vital within pharmaceutical companies due to the shift of trainers contributing to insurance of sales rep compliance.

• What do sales reps need to know about the Sunshine Act?
• What other regulations must sales reps be aware of?

Understanding the Evolution of the Role of the Sales Representative
Justifying key expenses to enhance training programs
• Understanding when and where a company should prioritize expenditures

Managers need to understand how to effectively prioritize costs and investments in training programs. Many companies have found that focusing on the EQ of their sales reps and including the development of emotional intelligence skills into training programs has become a beneficial practice. As the merits of developing EQ become more prevalent, sales trainers have found it beneficial to foster the four arenas of emotional intelligence: Self awareness, self-management, social awareness and relationship management.

• Focusing on improving emotional intelligence for trainers
• Understanding the role of the sales representative
• Exploring where the rep/physician relationship is heading

By understanding the role of the sales representative, sales reps can effectively communicate and build relationships with healthcare professionals. This understanding is crucial for developing successful sales strategies and ensuring company success.

What is the impact of emotional intelligence on sales training programs
• Impact of implementing EI into sales training programs
• Applying EQ to sales training

According to Bradbury & Graves, the authors of Emotional Intelligence 2.0, emotional intelligence is the single biggest predictor of performance in the workplace and the strongest driver of leadership and personal excellence. Because emotional intelligence has such an immense impact and can be improved upon, many companies have found that focusing on the EQ of their sales reps and including the development of emotional intelligence skills into training programs has become a beneficial practice. As the merits of developing EQ become more prevalent, sales trainers have found it beneficial to foster the four arenas of emotional intelligence: Self awareness, self-management, social awareness and relationship management.

• Focusing on improving emotional intelligence for trainers
• Understanding the role of the sales representative

Understanding the role of the sales representative is crucial for developing successful sales strategies and ensuring company success.

Coaching Sales Reps Without Authority
In many organizations, trainers may not have direct authority over sales representatives. To lead without authority can be a difficult task, as trainers must provide leadership and constructive criticism to sales reps during times of training and development, which may create hurdles for these key relationships. To lead without authority can be a difficult task, as trainers must provide leadership and constructive criticism to sales reps during times of training and development, which may create hurdles for these key relationships.

Workshop: Leadership in Learning: Influencing Sales Representatives During Training & Development
To be an effective sales trainer demands an important skill set - leadership without authority. While sales trainers typically do not have reps reporting directly to them, they must provide leadership and constructive criticism to sales reps during times of training and development, which may create hurdles for these key relationships. To lead without authority can be a difficult task, as trainers must provide leadership and constructive criticism to sales reps during times of training and development, which may create hurdles for these key relationships.

• Providing feedback and constructive criticism that sticks
• Strategies for influencing sales reps without having authority over them

By understanding the role of the sales representative and providing constructive feedback, sales trainers can help sales reps reach their full potential.
THROUGH PROVING THE VALUE & WORTH OF SALES TRAINING

11:50 LUNCHEON FOR ALL ATTENDEES, SPEAKERS & SPONSORS

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WHO SHOULD ATTEND:
Executives that will be most interested in participating in this conference program will be those involved in sales training and development within the pharmaceutical space. This program has been designed to provide a greater understanding of the best practices increasing the overall success of sales forces through training and development opportunities. Those individuals who will find this program of greatest applicability include VPs, Directors and Managers of:

- TRAINING & DEVELOPMENT
- LEARNING & EDUCATION
- SALES FORCE EFFECTIVENESS
- SALES STRATEGY & OPERATIONS
- SALES SUPPORT
- SALES & MARKETING
- LEADERSHIP DEVELOPMENT
- PERFORMANCE DEVELOPMENT

SPONSORSHIP OPPORTUNITIES:
At this time, there are a variety of sponsorship and exhibition opportunities available for companies wishing to increase their visibility and participation in the program, ranging from keynote speaking opportunities through to exhibitor and documentation sponsors. Organizations most suitable for this type of exposure provide services and solutions including:

- SALES STRATEGY & TRAINING CONSULTANTS
- ELEARNING SOLUTIONS
- MOBILE LEARNING SOLUTIONS
- VENDOR CREDENTIALING SOFTWARE & SOLUTIONS
- SALES FORCE EFFECTIVENESS STRATEGIST & CONSULTANTS
- VIRTUAL LEARNING SOLUTIONS

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Blog: q1productions.com/q1blog

PREVIOUS ATTENDEES INCLUDE:
Director, Digital Learning, ABBOTT LABORATORIES
Director of Sales Training, ACORDA PHARMACEUTICALS
Director of Training & Systems, ALLERGAN
Associate Director, SFE Training, ASTELLAS PHARMA US
Senior Manager of Learning Technologies, ASTRAZENECA
Compliance and Ethics Leader, ASTRA ZENECA
Manager of Sales Force Development, BAYER CANADA
Head of Global R&D Learning Group, BRISTOL-MYERS SQUIBB
Manager, Learning Innovation, BRISTOL-MYERS SQUIBB
Director of Sales Training, CADENCE PHARMACEUTICALS
Learning Technologies Manager, CELGENE
Senior Manager of Sales Training, CLS BEHRING
Dir., Training Development & Operations, DAIICHI SANKYO
Manager, Training Operations, DAIICHI SANKYO
Learning Consultant, ELI LILLY CANADA
Senior Training Manager, ENDO PHARMACEUTICALS
Director of Sales Training, FOREST LABORATORIES
Associate Director of Sales Training, FOREST LABORATORIES
Manager of Sales Training, FOREST LABORATORIES
Director, GENERAL PHYSICS CORPORATION
Senior Instructional Designer, GENETECH
Manager of Sales & Marketing Training, HOLLISTER
Director of Training & Development, J&J PHARMACEUTICALS
Director of Sales Learning & Development, MEDICIS
CEO & President, METROPOLITAN HOSPITAL
Executive Director of Field Training, NOVARTIS
Lead, Global Quality Training Systems, NOVARTIS
Manager of Customer Education, NOVARTIS
Director, Pharma, Vaccines Training, PFIZER
Author, PHARMA REFORM
Director, Learning & Development, RESMED
CEO, SALUSAIR
Director/eLearning Expert Leader, SANOFI-AVENTIS
Director of US Sales Training, SHIRE US
Dir., Leadership Development, TAKEDA PHARMACEUTICALS
Continuing Education Director, TAKEDA PHARMACEUTICALS
Deputy Dir., Publication Planning, TALECRIS BIOTHERAPEUTICS
Manager, Training & Development, TEVA PHARMACEUTICALS
Product Trainer, TEVA PHARMACEUTICALS
Sr. Sales Training Specialist, UPSHER-SMITH LABORATORIES
Associate Dir., Sales Training, UPSHER-SMITH LABORATORIES
Global LMS Administrator, VERTEX PHARMACEUTICALS
Quality Systems Specialist, VERTEX PHARMACEUTICALS
Senior Instructional Designer, WATSON PHARMACEUTICALS
Dir., Sales Training & Dev., XANODYNE PHARMACEUTICALS

...And Many More!