

PORTFOLIO PHARMA 2024

ACHIEVER

SALES TRAINING AND CONSULTING

SALES PROCESS



Strategic Planning



Effective Customer Segmentation for Sales Reps



Connect with the Doctor



Ask with Curiosity



Communicate Benefit of your product



Commit with the Doctor



Objection Handling

NEUROSELLING & MINDSET CHANGE



Neuroselling and Relational Styles



Mindset change Using neuroscience

SOFT SKILLS



Sales Productivity for Pharma Sales Reps



Effective Time Management for Pharma Sales Reps



Stress Management for Sales Reps

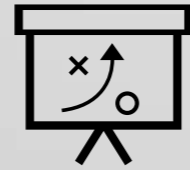


Leadership and team management



Leadership in complex systems

SALES PROCESS



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Effective Customer
Segmentation for Sales
Reps



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STRATEGIC PLANNING

6
hours



OBJECTIVES



Equip sales reps with the skills to analyze the pharmaceutical market, identify opportunities and threats, and develop effective sales strategies aligned with business objectives.



Train sales reps to create and implement actionable strategic plans, effectively allocate resources, monitor progress using relevant metrics, and make informed adjustments for optimal results.



BENEFITS



Enhanced Strategic Thinking



Improved decision Making



Increased Productivity

Strategic, Tactical, and Operational Business Planning

- Definition
- Strategic, Tactical, and Operational Planning
- Effects of Lack of Planning
- Advantages of Planning
- Increasing Productivity through Planning

Action Plan

- What am I going to do? Strategic Planning
- How am I going to do it? Tactical and Operational Planning
- When am I going to do it?
- How much? Evaluation and Monitoring
- Who will do it, and who do I have support from?
- Master Exercise - Case Study

Real Action Plan: 30, 60, 90 Plan.



CUSTOMER SEGMENTATION

8
hours

CONTEXT



Ineffective Strategy: Without segmentation, marketing and sales strategies can be ineffective, lacking customer satisfaction focus and missing out on market opportunities.



Essential Adaptation: Segmentation is crucial for understanding and adapting to varied customer needs and behaviors in a competitive business landscape.



OBJECTIVES



To comprehend segmentation and targeting, in order to maximize the impact and achieve better outcomes with the available resources.



To set the team in motion in pursuit of new business opportunities. To equip them with practical tools that enable strategic and successful segmentation.

Segmentation and Targeting.

- Different ways to segment.
- What is targeting and what is its purpose?
- The importance of designing the ideal customer.
- Identifying the needs of the ideal customer: The desire.
- Tailored interaction: offering solutions they truly need.
- Adapting your approach to your ideal customer: tailoring the conversation.
- What characteristics distinguish the ideal salesperson in terms of target usage.
- Module conclusions.



CONNECT WITH THE DOCTOR

12
hours



OBJECTIVES



Connection with doctors is key in order to establish a long-term relationship with them.



The "treat a person as you would like to be treated" paradigm is changed to "Treat them as they would like to be treated".



The BRIDGE model provides an intuitive way to better connect with your client.



BENEFITS



Enhanced Doctor Engagement and Loyalty



Improved Client Satisfaction and Reputation



Optimized Communication Effectiveness

- The BRIDGE model, which identifies 4 preferred relationship styles that are represented by the 4 elements in nature: earth, fire, air and water.
- How to connect with the doctor by identifying his/her relationship style
- How to adapt your communication to his/her relationship style, avoiding conflicts and engaging with the doctor in the most efficient way.
- Practical applications in daily situations: how to communicate, motivate, give instructions, to different types of doctors.



ASK WITH CURIOSITY

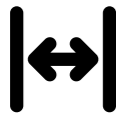
8
hours



CONTEXT



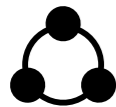
Identifying your client's needs is the most effective way to generate engagement and commitment.



The sales representative plays an essential role in helping the doctor find a solution for his/her unmet needs.



BENEFITS



Stronger Customer Relationships



Higher Customer Satisfaction and Success



Differentiation and Competitive Edge

- How to detect hidden needs
- How to ask questions
- How to categorize questions
- How to make the doctor identify there is room for improvement or some dissatisfaction on how he/she manages patients currently.
- How to get him convinced that he/she can have a better outcome and how to visualize a more positive future for the patient.



COMMUNICATE BENEFIT OF YOUR PRODUCT

8
hours



OBJECTIVES



Neuroscience indicates that we make decisions based on emotions, benefits and not on technical data.



We need to connect with the benefits for the doctor and for the patient rather than with the product features.



BENEFITS



Clear Value Proposition



Informed Decision-Making



Enhanced Customer Confidence

- How to explain how your product can help satisfy you clients needs and can help him/her achieve a better outcome for the patient.
- How to effectively communicate with short direct positive sentences.
- How to communicate from the doctor's perspective.



COMMIT WITH THE DOCTOR

8
hours



OBJECTIVES



Establish Long-Term Partnerships



Enhance Value Delivery



Proactive Support and Engagement

- How to generate a commitment from the doctor.
- How to make the doctor articulate the commitment.
- Effective questions to move to commitment and closing.
- Checklist to make sure the commitment has taken place.



BENEFITS



Stronger Professional Alliances



Elevated Reputation and Trustworthiness



Enhanced Patient Care and Outcomes



OBJECTION HANDLING

8
hours

CONTEXT



If there's something that can lead to sales process failure is the salesperson's belief that they're not prepared for potential customer objections.



The salesperson who manages to feel confident about the product and capable of overcoming any challenges presented to them is the one who achieves extraordinary results.



OBJECTIVES



Establishing a state of mental security.



Providing practical tools to position sales reps as trustworthy experts in front of their customers.



Offering resources to handle uncomfortable questions, navigate tricky situations, and convey authority in all interactions with customers.

- The secrets of the mind: gaining confidence using neuroscience.
- Typical objections, sophisticated objections.
- Distinguishing between objection and attack.
- Creating a repository of typical responses
- Creating a trust-based atmosphere in conversations and staying away from uncomfortable questions.
- Selling from fear vs. selling from confidence.

NEUROSELLING & MINDSET CHANGE



Neuroselling and
Relational Styles



Mindset change



NEUROSELLING AND RELATIONAL STYLES

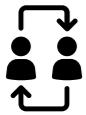
16
hours



OBJECTIVES



Understanding the human brain and its purchasing decision-making process to lead the sales process.



Grasping how to relate more effectively with the buyer to enhance sales opportunities.



BENEFITS



Increased persuasion and customer loyalty.



Improved customization of offerings.



Sales growth.

The Brain and Sales: How Our Brain Works and How We Make Buying Decisions.

Empathy Map: Understanding the Customer and What Drives Their Purchase Decision.

Sales Phases - Inverted Pyramid: How Spending More Time Understanding the Customer Boosts Sales.

Bridge Model and Relational Styles:

- Relational Styles (Water, Air, Fire, Earth).
- Identifying Each Style.
- Needs of Each Style.
- What Each Style likes and dislikes.
- What Motivates and Demotivates Each Style.
- Persuasion for Each Style.

Sales Techniques with Applied Neuroselling



MINDSET CHANGE USING NEUROSCIENCE

8
hours



OBJECTIVES



Delve into and Understand How our Mind works to use it in Our Favor.



Developing a Mindset Capable of Achieving Success in Any Situation.



BENEFITS



Utilizing Neuroscience Strategies to Drive Increased Sales.



Navigating Comfortably in Uncertainty.



Boosting Self-Confidence.

- The Secrets of the Mind: Gaining Confidence through Neuroscience.**
- Strategic Mindset vs. Scarcity Mindset.**
- Selling from Fear vs. Selling from Confidence.**
- Addressing Limiting Beliefs, Internally and with Clients.**
- The Focus Strategy: Directing Efforts toward Maximum Profitability.**

SOFT SKILLS



Sales Productivity for
Pharma Sales Reps



Effective Time Management
for Pharma Sales Reps



Stress Management for
Pharma Sales Reps



Leadership and team
management



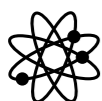
Leadership in complex
systems



OBJECTIVES



Elevate daily experience to a new level of calm, control, and productivity.



Implement atomic habits effectively.



Master saying no, setting boundaries, and prioritization.



Gain insights into past obstacles.



Operate with increased fluidity, confidence, and better results.



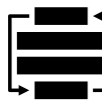
BENEFITS



Self-Discovery and Skill Enhancement



Lasting Habit Change and Confidence



Concrete Action Plans for Success

- Starting Point: Analysis and Habits Exercise
- Time Management - How to differentiate between the urgent, the important, and the strategic?
- Strategic, Tactical, and Operational Planning:
 - The importance of thorough preliminary analysis.
 - Strategic objectives or systems and drawing a tactical plan.
 - Strategic and tactical planning exercise
- Habit Change:
 - How to achieve lasting and effective habit changes.
 - The three levels of change: Outcome, process, identity.
- Setting Boundaries and Saying No
- Action Plan: -30-60-90 Action Plan.



EFFECTIVE TIME MANAGEMENT FOR SALES REPS

5
hours



OBJECTIVES



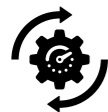
Creating Awareness Among Salespeople on the Significance of Organization and Cultivating a Mindset Centered on Achieving More with Less.



Providing Them with a Proven Methodology and Practical Tools for Effortless Organization.



BENEFITS



Elevate Your Day-to-Day to a Whole New Level, Bringing Unprecedented Calm, Control, and Productivity.



You will work with more Confidence and Achieve Outstanding Results

Starting Point: Where Do I Truly Add Value and Where Should My Time Be Focused?

Urgency-Importance Matrix

How to Prioritize?

How avoid time Thieves?

How to plan?

How to ask for Help?

What and How to Delegate?

How to Set Boundaries and Say No

Designing Your Ultra-Productive Ideal Day

30-60-90 Action Plan



STRESS MANAGEMENT FOR SALES REPS

24 hours



OBJECTIVES



Improve personal effectiveness and productivity.



Learn to manage stress



BENEFITS



Mental clarity



Better ability to connect with others



Greater attention and concentration.



More creativity

Thanks to our partnership with the esMindfulness Institute, we offer an 8-week program (24 hours) for stress management tailored for your sales team.

Our focus is to enhance personal effectiveness, interpersonal relationships, and well-being simultaneously, through training that promotes self-awareness and mindfulness.

The proposed training sessions are science-based, incorporating Mindfulness and other techniques that develop neuroplastic circuits. Therefore, we encourage consistent dedication to gradually apply these techniques in participants' daily lives.

Our programs include a post-session action plan supported by various resources such as audio guides, reflective exercises, attention and contemplation practices, as well as readings and other materials.



LEADERSHIP AND EFFECTIVE TEAM MANAGEMENT

20
hours



OBJECTIVES



Promoting Change by Understanding the Implications of Taking on a Leadership Role within an Organization.



Developing and Enhancing Leadership Management Skills to Increase the Efficiency and Effectiveness of Teams.



BENEFITS



Understanding Your Team and Applying Appropriate Leadership to Foster Team Commitment.



Managing Conflicts in a more efficient way



Providing Feedback to Promote Team Growth.

Situational Leadership.

- Types of Leaders.
- Types of Teams.

Leader's Responsibility in Team Management.

- Communication
- Empathy
- Active listening
- Motivation

Relational Styles and Behaviors.

- Characteristics of Styles.
- What Each Style Needs.
- What Motivates and Demotivates Each Style.

Conflict Management.

- Action Steps.
- Key Conflict Management Skills.
- Harvard Negotiation Method.
- Conflict Management Dynamics.

Feedback.

- How to Provide Feedback.
- Positive Feedback.
- Corrective Feedback



LEADERSHIP OF COMPLEX SYSTEMS

40
hours



OBJECTIVES



Learn methods and methodologies from the American Human Systems Dynamics Institute to develop adaptive capacity and lead in complexity.



Find ways to deal with uncertainty and increase your resilience.



Facing complexity from a different and more productive perspective and attitude



BENEFITS



Better decision making: you will choose the most appropriate action to transform turbulence and uncertainty into possibilities and opportunities.

In collaboration with the Human Systems Dynamics Institute, we have designed a series of Labs to empower you to lead, face challenges, and thrive in an uncertain future:

Lab 1: Leading in Complexity

- The New Leadership Paradigm.
- Leadership Skills.
- How to Generate Resilience.

Lab 2: Leading from Uncertainty

- Nature of Complex Adaptive Systems.
- Identifying Patterns.
- Influencing Pattern-shaping Conditions.

Lab 3: Leading Complex Change

- Types of Change and Approaches.
- Alignment of Purpose and Objectives.
- Understanding the Expectations from the Leader's Environment.

Lab 4: Leading through Constructive Dialogue

- Identifying and Understanding Dilemmas.
- Gaining Perspective and Grasping Different Realities.
- Exploring Action Possibilities for Informed Decision Making.

Lab 5: Leading a Community through Generative Commitment

- Exploring Necessary Conditions for Collective Purpose.
- Creating an Environment for Generative Commitment.
- Defining Norms for the Desired Culture.

PORTFOLIO PHARMA 2024

ACHIEVER

SALES TRAINING AND CONSULTING



Marketing Overview

It is a process to allow an organization to focus resources on the greatest opportunities to increase sales and achieve the company's target. Marketing involves a plan to increase sales and achieve the advantage over other competitors. It involves short term and long term activities of marketing that has to do with the goal set by accounting and business objectives. The objectives will be based on how you will measure and follow customer and marketing activities.

A marketing strategy helps to create effective messages with the right level of marketing objectives that will reach the target audience and marketing activities.

Product Categories	Profit per Year				
	2013	2014	2015	2016	2017
General Goods	+201.82	-12.8	+201.82	+201.75	+80.82
Health & Medical	-12.8	+22.84			
All Products					