

Looking for something Interesting in Training?

Here's the answer....



**Intensive Hospital Coaching programme**

### Benefits Summary

This is a new approach in achieving Sales Force Effectiveness in Pharma. The IHC programme will deliver- individually focused 1-2-1 coaching which is high impact, real-time/on territory, accelerated learning and performance enhancement to front line sales professionals in Pharma. The results are outstanding, even in as little as 2-3 days, **improvements of up to 197%** in scores recording confidence, skills & knowledge are achieved, with significant ROI (Return on Investment). The programme is delivered by highly experienced and successful Pharma managers, who know the NHS/hospitals sector well and especially know the needs/issues/pressures faced by Representatives and line managers alike-because they've been there and done it!

### Situational Analysis-is there a need for IHC?

Most of the training for field based Representatives is carried out by their Line Manager, Field Trainer or a member of the head office training department, but despite these resources the following symptoms & challenges still persist:

#### The Representative:

- ☐ Little to nil hospitals training at ITC (Initial Training Course) = 'DIY' learning
- ☐ Little focus on hospitals in terms of territory business priorities, or too many priorities
- ☐ Manager's/company's expectations in hospitals not emphasised or made clear
- ☐ Little quality training time on territory given by manager/trainer.
- ☐ Don't know what/how to make progress in hospitals. Little confidence or skills

#### The Manager:

- ☐ Overstretched, lack of resources/training support, too much "pull" from Head Office
- ☐ Little available time to devote to field training Reps.
- ☐ Manager him/herself lacking confidence/skills & knowledge in hospitals

#### The Challenges therefore are:

- ☐ Field Sales professionals lacking knowledge, direction and real skills to effectively work each hospital account to maximise the impact in their accounts. This means lost sales opportunities, delayed KOL development, formulary introduction, etc.
- ☐ Professional development of the Representative is limited, possibly resulting in reduced commitment, loyalty and even a move to an alternative company that provides better training & support.
- ☐ Low Effectiveness by each professional means failure to achieve call rates, wasted company resources, loss of productivity, poor penetration of secondary care customers; delayed impact of sales & marketing plans or campaigns.

The '**Intensive Hospital Coaching' (IHC)** Programme will provide a highly effective one-to-one coaching programme for the individual Representative. From a baseline assessment of current knowledge, awareness and skills in the hospitals environment and in each account, a programme of intensive coaching is delivered in the hospitals of the Representative. **No “off-territory” days are lost.** Little theory-very much on the job learning and practice!

Coaching covers all aspects of working NHS/private hospitals. From Planning and Organisational skills, to KOL development, Networking, gaining Access to increasing call rates, Selling Skills, Account Management, Clinical Knowledge improvement techniques, etc. Overall the outcome can be an individual that is more rounded & knowledgeable, effective, business oriented to focus on delivering results, and develops greater confidence and enthusiasm for hospitals. **No more Fear Factor in hospitals!**

### **What's the impact?**

The results are truly outstanding. Recent coaching assignments have demonstrated improvements from baseline values of up to 197% in as little as 3-4 days!! Compare that to any classroom based course! Representatives have found the coaching extremely valuable, and in fact has resulted in accelerated learning for the individual which could have taken 6-9 months through other training interventions. That could equate to a ROI (Return on Investment) for 3-4 days of hospital coaching equivalent to at least 6 months of salary! **Isn't that a sound investment?**

### **Let some satisfied clients express their experiences:**

"Thanks again for the four days hospital training - I am amazed by how much we crammed in to this time and feel I have improved significantly as a hospital representative in this time! Fantastic that we saw eight contacts on the final day!! Thanks again"

*Brian B (6 years experience as Medical Representative/key Accounts Exec)*

"I have had a really good two days with Rauf. I now feel that I am where I needed to be with regards to hospital working, I thoroughly enjoy it now which to be honest I never thought I would hear myself say. Thanks so much for your support and encouragement throughout the two days Hospital coaching. I found it extremely useful and now feel a whole lot more confident in this dept. All that remains to be said for now is that I have lots of learning yet to do, but thanks to your coaching I am now heading in the right direction"

*Rachel R (Medical Representative with 3 years Pharma experience)*

"I wanted to send an E mail so as you were aware as to the extent your recent hospital training has helped both in my development as a hospital representative but also the development of my selling and interpersonal skills in general. You have taught me both basic and advanced skills whilst always looking back so as to ensure both my personal and the company's objectives were met. My confidence in hospital sales is now sky high and I appreciate both how much I know / knew, and what self developmental needs still remain....."

**Michael F-experienced Medical Representative, recently promoted to Area Manager**

Other examples of objective assessment of skills & learning impact and anecdotal feedback are available on request.

### **Even Area Managers benefit!**

Below is an endorsement of the coaching from a current industry Area Business Manager:-

"In respect of the recent support you have given me with hospital training I would like to offer some brief top line feedback in terms of its value to myself and my team. Firstly as a manager in Today's Pharma industry I find myself with an increasing array of tasks placing more and more burden upon my time, deciding which is the most important to do when I have virtually no field based coaching support is always outweighed by that most important role of spending quality time coaching my team.

To be able to identify a team need in this case hospital working, agree specific goals I needed to achieve and agree days needed by individual was fantastic. The outcome to the exercise is that I was able to concentrate on developing some key projects and customers I needed to work with while having the reassurance my team were receiving quality training on an area of weakness. The exercise has proved extremely valuable with noticeable changes not only in skills and knowledge but confidence and therefore attitude to hospital working.

Clearly the exercise was not a one off, it needs careful and coordinated follow up from myself and has certainly demonstrated to me that very real benefits of pulsed coaching which I will hope to take advantage of again very soon.

I have already recommended that my colleagues look at the report we have pulled together and have agreed to feedback to them at our next managers meeting this month.

Thanks again ”

Jay H- Area Business Manager

## Benefits to the Company?

- ☐ The Company will be providing a training programme designed and delivered to focus on the needs and development of the individual Representative. Rather than generic/ “off-the shelf” training packages which may have limited individual impact and value.
- ☐ The Company signals clearly that they take individual training & development seriously, which is one of the main motivators for Representatives to commit loyalty and performance to any company.
- ☐ The sales force is better trained and equipped to implement strategies in the secondary care environment, which despite focus on PCOs, is still the main influencer of prescribing decisions on medium to high risk POM products.
- ☐ Area or Regional Managers whose time is already highly stretched, will gain from this specialist support to increase performance of their Teams’, allowing them to dedicate their limited time to other priorities.
- ☐ Marketing planning can confidently include a well trained and motivated field force in delivering hospital pre-launch, post launch, and other promotion/penetration strategies. Thereby reducing possible lag time to effectiveness of marketing campaigns.
- ☐ Effective access and networking skills enables improved KOL (Key Opinion Leader) development activities to benefit Sales, Marketing and Medical departments.
- ☐ Improved value for money and in terms of impact and productivity through such accelerated learning programmes, compared to one-off group training courses.

## Value for Money?

Hospital Coaching provides Accelerated Learning to shorten the timeline to greater productivity and effectiveness. Real and measurable Improvements in knowledge, skills, confidence, effectiveness and actual productivity can be achieved in as little as 2-4 days. Typically most Representatives (especially if new to Pharma) would take 6-12 months plus to achieve some or all of the above benefits, even then further training is usually required.

**For a small investment per Representative, the returns therefore can be of magnitude of 4-5 based on low productivity, lag time to effectiveness and extra training input costs, etc.**

There are not many (if any?) classroom based courses that can deliver that sort of impact and return!

**In short extremely good value for money!**

Fees are always competitive and positive outcomes are assured through a professional and pragmatic approach to skill development. Class room based hospitals induction/training can also be provided, as well as hospital performance management for Line Managers.

**Interested?.....feel free to get in touch to discuss further.**

In addition to one-to-one Coaching to Representatives and Managers, we also offer Key Account Management, Selling Skills and other commercially focused training interventions to develop skills and confidence and improved business results.

**Get in touch now for an informal discussion about your requirements.**

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