

Proven Education for the Life Sciences.

Company at a Glance

International specialty pharmaceutical company marketing branded, generic and specialty products

Headquarters

Northeast U.S.

Employees

22,000

Emerging Leaders Learn the Skills Needed for Success

CHALLENGE

Our client wanted to keep its top sales professionals engaged and help them meet the challenges of an increasingly complex marketplace.

Specifically, the company wanted a flexible program that would provide its sales team with the knowledge and skills needed to interact more effectively with clinicians and colleagues. The program also needed to help sales teams develop the other leadership skills essential for their professional growth and continued success. And the training program would need to engage star sales performers to slow turnover and produce better sales leaders.

The training department wanted to achieve these goals through the most cost-effective solution possible to minimize the impact on their budget and maximize their available resources.

APPROACH

Working with the pharmaceutical company, CMR identified the major components of the program. Specifically, the content had to be relevant and actionable. The cost-effective program needed to be self-paced, and require minimal time out of the field.

CMR then:

- Prepared a detailed curriculum map to address the relevant competencies.
- Collaborated and identified 14 self-paced, eLearning modules that covered the leadership skills essential for professional growth and maximum value for customers.
- Created leaders' guides to foster discussion and application of the material in the eModules, which cover topics such as adaptability, communication skills, self development, leadership, workforce management, managed relationships, and project management.
- Recommended best practices for implementation of a phased and integrated program.

RESULTS

All the emerging leaders are participating, and **98%** of them are on target to complete the program in one year. None of them have left the company, significantly reducing churn.

The program was exceptionally cost-effective. It's estimated that creating, delivering, and supporting this program internally would have cost the company about **10 times** the budget allocated for the program.

Based on the overwhelmingly positive response to this program, the pharmaceutical company is launching more learning programs.

“It was interesting to learn about the different styles of problem solving and negotiating conflict. The information was very useful, especially the discussion on how to apply what we learned in our daily responsibilities.”

Emerging Leader,
Senior Territory Manager, Pharmaceutical Company

Components of this Leadership Development Program

Managing Yourself

- How Managers Solve Problems
- Self-Management for Managers

Managing the Business

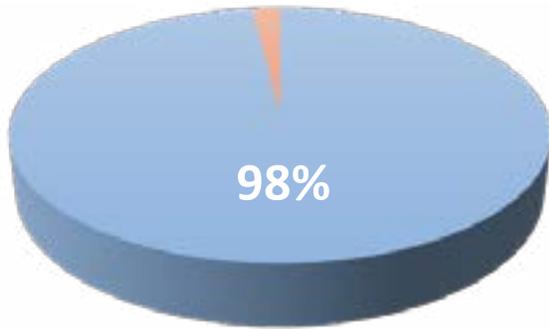
- The Business Planning Process
- Customer Focus and its Role in Business Strategy
- Decision Making as a Function of Leadership
- Healthcare as a Business
- Managing Projects, Resources, & Change in the Workplace

Leading Others

- Effective Communications for Managers
- Managing by Communicating
- Coaching and Mentoring for Improved Performance
- Valuing Diversity in the Workplace
- A Profile of Management and Leadership
- Theories and Principles of Leadership
- How Managers Optimized Their Human Resources

Leaders' guides per module made available.

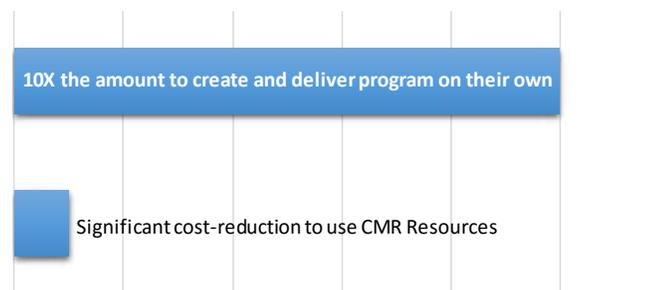
On Target to Complete Program



Retention During Program



Cost Savings



About CMR Institute

CMR Institute is the strategic sales solutions provider of choice for training organizations in leading life science companies. Our learning solutions increase market share by improving the performance and effectiveness of commercial sales teams. Over the past 50+ years, the company has provided leadership, sales, market trends and other training for more than 150,000 biopharmaceutical, medical device and other life science professionals. The training resources are created in partnership with industry experts, assuring the content is relevant and actionable. CMR Institute is known for its customer support and its flexible delivery solutions. The company's not-for-profit status allows it to continually re-invest its resources into its educational content.

To learn more, visit www.cmrinstitute.org/life-science-solutions/leadership-development/

Proven Education for the Life Sciences.

844.790.3021 | solutions@CMRinstitute.org | CMRinstitute.org

© CMR Institute 2016. All Rights Reserved.