

Field Sales Management Curriculum Design

Solution at a Glance

| INDUSTRY | BUSINESS NEED | LEARNING DESIGN |
|----------------------------|----------------------------|------------------------|
| Healthcare/Pharmaceuticals | Organizational Development | Needs Analysis |
| | Process Improvement | Performance Consulting |
| | Sales Effectiveness | Workshop |

Business Need

Our client made a strategic business commitment to sharpen the knowledge and skills of their field sales managers and needed a framework within which to provide the training and resources necessary to do so.

In our view, the challenge required a formal culturally tailored *curriculum*, rather than taking the approach of offering independent external developmental programs.

Program Goal



Success required that we design tools that:

- Align the strategy across commercial operations, with an emphasis on unique application for each therapeutic specialty
- Address the needs of varied audiences, including senior sales management, field sales managers and the sales representatives
- Provide a foundation for the initiative emphasizing on-going growth and best practice sharing



The Solution

To meet the needs of different professional perspectives, we initially organized the content into four phases:

- *Basics*
to benchmark performance and introduce core time-sensitive business knowledge and skills
- *Intermediate*
to further hone business knowledge and skills and build team leadership capabilities
- *Experienced*
to disseminate best practices, sharpen strategic decision-making proficiency, and further advance leadership skills
- *Advanced*
to contribute towards and disseminate best practices and polish knowledge and skills commanded of senior sales leadership

In recognition of varied participant learning styles and their distributed geography, we crafted a curriculum that included multiple channels, such as:

- Case Studies
- Self-Study/Distance Learning
- Workshops
- Participation in Panel Discussion or Serving as Course Leader

Prior to participation in each phase of the curriculum, performance was evaluated via a 360 survey. The results of the 360 were carried over into a personalized development plan which linked to self-development resources to be completed outside of the four phases of the curriculum noted above.