



Frogkick Splash! > "Eyes and Ears" Offer

We're going to be involved in a couple of important industry conferences over the next month and we wanted to offer to be your "eyes and ears" at these events (if you're unable to attend).

- [Strategic Account Management](#)
- [Pharmaceutical and Biotech Training](#)

Strategic Account Management

We're delighted to be presenting a Frogkick workshop at this year's [SAMA Annual Conference](#) (May 18-21 in Dallas). Our session, entitled "3 Customer Analysis Tools" is designed to help participants to:

- Establish a framework to understand customer needs
- Evaluate the impact of market forces
- Effectively communicate value

Here's a [link to view our supporting deck for the session](#). Please feel free to [contact us directly](#) if you'd like us to set up some time to "walk you through" the slides to expand upon the key concepts presented here!

In addition, we'll be attending sessions in multiple topic areas, including strategy, processes, people management and organizational alignment. Be sure to let us know if there are any specific challenges that you are focusing on so that we can keep our "eyes and ears" open for useful information on your behalf. [Click here to drop us a note with your request](#).

Pharmaceutical and Biotech Training

For our clients specializing in the Life Sciences and healthcare-related industries, the Society of Pharmaceutical and Biotech Trainers (SPBT) [Annual Conference](#) (May 19-22 in Orlando) always provides an important opportunity to check the pulse of training practices, benchmark your organization's training processes, as well as explore new thinking and strategies that can improve performance.

We're pleased to be contributing to two sessions at this year's conference:

- "Continuous Development, Supporting the Lifecycle of a Life Sciences Sales Professional" in the Director & Senior Executives Track is designed to show how continuous development throughout a sales professional's tenure with a company can contribute to engagement, innovation, customer satisfaction and increased sales.
- "Regional Manager Development, the Key to Competitive Advantage" in the Management & Leadership Development Track explores the strategic value

of developing Regional Managers and provides model learning and development paths as well as approaches for continual improvement of RM programs.

[Click here to download the conference brochure \(PDF\)](#) - and if you cannot attend this year's conference, please [contact us directly](#) if you'd like to review the key concepts we're presenting (or [send us an e-mail](#) if you want us to be your "eyes and ears" for specific hot topics that could bring value to your organization).

And lastly, [click here to let us know if you are attending](#) either of these conferences, and we'll make plans to see you there!

Please feel free to forward any of our emails to an associate who might find this information to be useful. Naturally, we're hoping that you (or someone in your organization) may want to talk further about how we can support your business goals!

If you prefer not to receive these messages, just click the link at the bottom of this email to "leave this list" and your address will be removed. We apologize in advance for any inconvenience this may have caused.

Thanks for your continued interest!



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"Learn, to leap."

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