



Evaluation of training project “How to improve effectiveness in communicating to physicians” in cooperation with PE Consulting.

Training audience: Sales team

Training date: March 2007 during European Sales Meeting

Training objectives:

- To more successfully communicate on KCHC, Platforms and Solutions
- Create initial interest with a physician in a short moment
- Ask the right questions to push the customer's green buttons
- To interpret and take action on a NO from a customer

Training methodology:

- The aim of this 3 hour training was to let the team experience and learn by doing how to improve their effectiveness in communicating to physicians. The training was very interactive for all participants right from the beginning and mixed with some theory.

Evaluation of co-operation with PE Consulting

- **Advice & brainstorming** on how to make training interactive was very effective, the one-way presentation time was kept to a minimum. The sales team liked and appreciated this type of interactive training.
 - o Below some of examples of exercises used during the training:
 - Quiz on sales book content to warm-up the team
 - Sharing of best practices of using the sales book in small groups
 - Exercise to let the group discover themselves the new elements of the sales book, in stead of telling them what's new
 - Experience sessions – where groups practiced sales call scenarios to train their elevator pitches and finding the customers green buttons.
- **Elevator pitch** – During the training the concept of elevator pitch was trained. The elevator pitch proved to be very useful in grabbing the attention of the physician in a short time and to have your key message tailored to the customers' interest/issues/needs. As a result of the training the participants had prepared and practiced their own elevator pitch, which they could use the next day with their customers. They also got ideas and feedback from colleagues on their elevator pitch.
- **Don't take no for an answer** – this session, proposed by PE Consulting, helped to make the team aware on how to accept a no and to teach them how to interpret this no. The training helped the sales team to ask and define the underlying reasons for this NO, it also motivated the team to share experiences and potential solutions to this NO with their colleagues.



- **Workbook** – the suggested workbook approach worked very well. Participants used the workbook during the training for carrying out their exercises as well as to note down key learnings. The advantage of this comprehensive workbook is that participants have a good reference/reminder after their training as well as a personal commitment/summary for the next steps in terms of what they will start doing, doing more of and stop doing.
- **Facilitators guide** – the format of the facilitator guide which was proposed by PE Consulting worked very well. The guide is comprehensive and details on 1 A4 page for the various training elements the purpose, time, role of facilitators, task/activity of the learner and the resources required. The guide is written in bullet-point style which helps the facilitators for easy and quick reference during the training.
- **Working instructions** – tips on how to best provide working instructions on how the exercises needed to be carried were also very valuable (step-by-step and in various formats - written, verbal and illustrative). Clear instructions are key with interactive sessions.

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