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Proudly Present:

Pharmaceutical Sales Training

Best Practices and New
Techniques to Maximize Return
on Sales Force Investments

February 26-28, 2007

The Hub Cira Centre • Philadelphia, PA

**Hear case studies and expert
insights on how to:**

- **Select** the most effective sales training design
- **Define** critical skills for sales representatives
- **Integrate** sales training and marketing concepts
- **Apply** novel techniques to structure your sales force
- **Engage, build and sustain** long term customer relationships
- **Develop** competency models to measure performance
- **Navigate** compliance requirements across state lines
- **Leverage** success and maintain sales force momentum

Featuring presentations
from these leading
organizations:

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SERONO, INC.

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PHARMACEUTICALS, INC.

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Pharmaceutical Sales Training

Best Practices and New Techniques to Maximize
Return on Sales Force Investments

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Dear Colleagues:

With the enormous pressure to drive sales, increase profits, maximize limited time with doctors and successfully manage the field force, the effective training of sales representatives is essential to optimize sales initiatives.

More than \$12 billion per year is spent on pharmaceutical sales forces. Are you maximizing your sales force ROI?

Ensure premium sales force training through this conference, which will include:

• **12 Hard-Hitting Presentations**

Find out how to select the most effective sales training design, manage and motivate your sales force, ensure understanding of compliance concepts—and much more!

• **5 Interactive Workshops**

Drill down into your toughest training challenges and leave with actionable solutions.

• **4+ Hours of Scheduled Networking**

Engage with conference speakers and peers from the pharmaceutical and biotech industry.

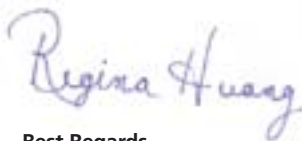
• **16 Training Leaders**

Hear insider commentary on best practices for selecting, implementing and maintaining the momentum of your training strategies.

• **Candid Panel Discussions and Open Q&A Sessions**

Participate in intimate discussions with speakers and your peers to ensure that all of your challenges are addressed.

Act now to receive early bird and team discounts! Register you and your colleagues today.



Best Regards,
Regina Huang
Conference Director, Pharma IQ
Regina.Huang@iqpc.com

*P.S. Register for our
interactive workshops
and maximize your
learning experience!*

Who Will I Meet?

VPs, Directors and Managers of:

- (Regional or District) Sales
- Sales and Marketing
- Sales Training
- Sales Operations
- Training
- Field Force Effectiveness
- Sales Strategy
- (Global) Brand Strategy
- Brand Development
- Leadership and Organizational Development
- Learning and Development

*"IQPC is considered one of
the best organizations in
terms of quality of
presentations and learnings
attendees come away with."*

– President, Eikon Communications

About the Organizer

IQPC provides business executives around the world with tailored practical conferences, large scale events, topical seminars and in-house training programs, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. IQPC's large scale conferences are market leading "must attend" events for their respective industries.

IQPC produces more than 1,500 events annually around the world, and continues to grow. Founded in 1973, IQPC now has offices in major cities across six continents including: **Berlin, Dubai, Johannesburg, London, Madrid, New York, Sao Paulo, Shanghai, Singapore, Stockholm, Sydney, and Toronto** — with additional openings scheduled for 2007. IQPC leverages a global research base of best practices to produce an unrivalled portfolio of conferences.

Main Conference Day One

Tuesday, February 27, 2007



8:00 **Continental Breakfast and Registration**

8:30 **Welcoming Address and Opening Remarks from the Chairperson**

8:45 **Selecting the Most Effective Sales Training Design to Optimize ROI**

This presentation will discuss how Training can work with the Sales Team to identify training needs and maximize return on investment within given geographies. Topics of discussion include:

- Working with Regional Sales Directors to best identify training needs and gain buy-in from District Sales Managers
- Development of value added training programs and materials: needs assessment parameters
- Designing effective pull-through initiatives: incorporating other members of the team to develop proper targeting
- Correlation between training initiatives and sales results
 - How can we measure the impact?
 - What are the primary components for consideration?

Aaron Tackett
National Training Manager
ALPHARMA BRANDED
PRODUCTS

Tom Carey
Regional Sales Director
ALPHARMA BRANDED
PRODUCTS

9:45 **Integrating Sales Training and Marketing Concepts to Achieve Brand Clarity**

It is critical that Training and Marketing work together to experience a new level of success in response to changing market dynamics. This presentation will focus on how to develop this cohesive relationship between Training and Marketing and the impact that this partnership can have on results. The key learnings will include developing a new process for initiative implementation, gaining organizational buy-in, implementing the process with key stakeholders, and the potential outcomes the organization can experience as a result.

Seana Ziliak
Associated Director Training, Managed Markets
SERONO, INC.

10:30 **Morning Networking and Refreshment Break**

11:00 **Sales Training Excellence Achieved by Incorporating Marketing, Media and Motivation**

Topics of discussion include:

- Company culture
- Company mindset regarding training
- Marketing department involvement in training
- Pull-through of marketing messages
- Video media support
- Avenues for motivation (thinking outside of the box)

Marcus Elrod
Senior VP, Marketing & Sales Training
PROETHIC PHARMACEUTICALS, INC.

12:00 **Networking Luncheon for Speakers and Delegates**

1:00 **Defining the Most Critical Skills for Sales Representatives**

Competency models enable companies to ensure that business strategies and people efforts are well aligned and executed in a consistent and uniform manner to sustain strategic focus. This presentation will discuss how to establish a road map to success utilizing competency models, from how to get the buy-in from top management up to HR processes alignment, including development curriculums.

Kenneth Sanchez
Director, Marketing and Sales Effectiveness
MERCK & CO., INC.

1:45 **Unique Approach for Organizing Sales Force Structure**

Stepping away from mirrored sales forces, this session will present a novel concept for structuring sales forces. Dividing the sales force into two different groups, one working with high potential customers and the other working with territory-defined customers, allows the focus to be on the skill development for the duties associated with each group. Additionally, the marketing department's availability in working with sales to customize to customers is key to the virology group's success.

Todd Smith
Director of Marketing, Pharmaceutical Products Division
VIROLOGY FRANCHISE

2:30 **Afternoon Networking and Refreshment Break**

3:00 **Changing the Learning Paradigm: New Techniques for Getting Seasoned Reps Committed to Learning**

Are your seasoned reps asking for training? How do they respond to your scheduled training? What are your barriers? This presentation gives an overview of various approaches for training experienced representatives and having them commit to continuous learning. Topics of discussion include:

- Building a strong new hire training structure with testing
- Leveraging successful reps to narrow down specific trainable skills
- Offering optional skill development programs
- Tracking action plans and communicating successes
- Including medical professionals for practice

Douglas Willner
Vice President Sales Training
MEDIMMUNE, INC.

3:45 **Panel Discussion: Open Q & A**

After a day filled with thought-provoking presentations, this panel discussion provides an extended question and answer session. It allows delegates to discuss prominent themes as well as to discuss other topics that weren't addressed or resolved. The audience is invited to present their challenges and seek answers or insight from all participants.

4:45 **Day One Sessions Conclude**

Main Conference Day Two

Wednesday, February 28, 2007



8:00 Continental Breakfast

8:30 Chairperson's Recap of Day One

8:45 Creating Customer Value to Share Ownership in the Conversation

As organizations cut expenses and seek better ROIs, segmentation and targeting are simply tools that allow marketing and sales personnel to be more objective. The million dollar question is how to engage, build and sustain long term relationships. Learn how leaders and teams use their strengths with non-traditional approaches including:

- Promoting dialogue, creativity and innovation on a continuum calling process
- Understanding physicians beliefs and sources of beliefs
- Customizing calls with appropriate messages and resources physicians want to hear and value
- Achieving productivity, relationship and physicians' engagement and ownership

Kenneth Sanchez

**Director, Marketing and Sales Effectiveness
MERCK & CO., INC.**

9:30 Enhancing Training Effectiveness Through the Use of Post-Session Follow-Up Strategies

Many training sessions fall short of expectations within days of the program's completion. In many cases, it is because the design of the program does not include a robust follow-up strategy. This session will share some best practices for enhancing training effectiveness by outlining tactics that facilitate program pull-through and allow for metrics to be captured. These examples can be leveraged for many different training situations, such as new-hire training and ongoing development.

Mike Capaldi

**AVP, Sales Training & Management Development
SANOFI-AVENTIS**

10:15 Morning Networking and Refreshment Break

10:45 Assuring Field Managers Deliver Field Performance: A Process for Success

This presentation will help managers develop a process to work with their field teams to deliver increased sales, skill development and career growth. It will address the challenges faced by field sales managers today including retention of top performers, working with plateaued performers and managing difficult performers. The field contact report will be the fulcrum of the presentation as it is used to deliver effective feedback that builds employee skills and growth.

Sam Rotella

**Director of Training and Development
PAR PHARMACEUTICAL**

11:30 Panel Discussion: Staffing the Training Function

How are companies using regional trainers and field trainers to their benefit? What incentives are they providing? This panel discussion will share many ideas and strategies related to staffing the training function.

Panelists include speakers from our expert speaker faculty.

12:30 Networking Luncheon for Speakers and Delegates

1:30 Navigating Compliance Requirements Across State Lines

In the past legislative session, there have been several states proposing legislation that attempt to impose disclosure requirements on pharmaceutical manufacturers engaged in promotional activities. This session will cover the following issues affecting the industry:

- Assessing state disclosure laws and pending legislation for drug and medical device companies
- Implementing procedures for staying on top of obligations under state initiatives
- Understanding and dealing with federal preemption
- Drug sample and device distribution
- Pedigree laws affecting drug and device manufacturers
- Sales rep licensure
- Data mining

John P. Oroho

**Principal; Porzio, Bromberg & Newman PC
Executive Vice President; PORZIO PHARMACEUTICAL
SERVICES, LLC**

2:15 Afternoon Networking and Refreshment Break

2:45 Increasing Sales Force Performance by Driving Strategic Objectives Throughout the Organization

By creating a system for compensation, companies are able to reward sales rep success, maintain momentum and create motivation. This presentation will give an overview on alternative incentives to monetary compensation and discuss how establishing a positive team culture is used to leverage sales rep success.

Mark Petersen, MBA

**Director, Communication & Coordination, Critical Care
ASTELLAS PHARMA US, INC.**

3:30 End of Conference

Pre-Conference Workshops: Monday, February 26, 2007

A 8:00 am - 11:00 am Registration – 7:45 am *(Breakfast included)* **Boosting Learning with Humor**

This workshop links recent research on humor and the brain to offer a cutting-edge system of training. Attendees of this highly interactive workshop will learn:

- A basic understanding of Brain-Compatible Learning and how to know if learning techniques are brain-compatible
- Three secrets of using humor naturally and effectively
- A collection of "light touch" techniques for improving learner performance and handling physicians' challenges
- How to unerringly avoid "inappropriate" forms of humor
- How to maintain crowd control in a "creative learning environment"

Your workshop leader: Doni Tamblin, President, HumorRules LLC

B 11:15 am - 2:15 pm Registration – 11:00 am *(Lunch included)* **Ignite! Increase Your Training ROI**

Increase your training ROI immediately with strategies for creating training workshops with real, sustained impact. Productive use of "face time" is as important for pharmaceutical sales trainers as it is for sales representatives. In spite of the time, money and energy invested in pharmaceutical training, most representatives quickly revert to old behaviors in the field. Why? Because they are not engaged in the training or compelled to change. Attend this workshop to:

- Understand how to engage adult learners
- Learn strategies to increase retention and promote behavioral change
- Evaluate the effectiveness of any training program
- Develop creative solutions to training challenges

Your workshop leader: Sally Bacchetta, Sales Trainer/Freelance Writer

C 2:30 pm - 5:30 pm Registration – 2:15 pm **Using Competency Models to Drive TOP Sales Performance**

What differentiates exceptional sales performance? What separates the BEST sales managers and reps from the REST? This session describes how to use competency models to drive TOP sales results. Competencies provide an objective platform of skills, knowledge, and behaviors that define outstanding sales performance. Topics include:

- Process for developing competency models to describe outstanding sales performance
- Using competency models to develop an objective assessment process
- Creating development plans using the competency models
- Using competencies as the focus for interviewing and selecting top talent
- How to conduct needs analyses and develop training solutions using competencies
- Using competency models to develop career ladders for sale reps and managers

Your workshop leader: Diana Kramer, PhD, President, Kramer Consulting Solutions, Inc.

D 5:45 pm - 8:45 pm Registration – 5:30 pm *(Dinner included)* **Developing Metrics for Pharmaceuticals Sales Success**

As selling models and field forces undergo change, building relationships with physicians remains the key success factor. This workshop will provide attendees with an introduction to Physician Value Metrics, case study results, and an approach for deploying these metrics. Hear about how to use metrics in 4 primary ways:

- Identify clear actions for improving share locally
- Diagnose why seemingly good districts (those with good access, tenured reps, good message recall, etc.) are below national market share
- Prioritize training needs nationally or locally
- Support the qualitative part of rep incentive programs (complementary to quantitative metrics such as TRx or market share) being piloted

**Your workshop leaders: Partha Anbil, Senior Principal, IMS Health Management Consulting
John Moran, Practice Leader, IMS Health Management Consulting**

Mid-Conference Workshop: Tuesday, February 27, 2007

E 5:45 pm - 8:45 pm Registration – 5:30 pm *(Dinner included)* **Keeping Your Presentations Interactive – Even When Your Content is "Dry"**

Teaching technical information such as product knowledge or sales data can be incredibly challenging. This workshop will teach you at least 10 different ways to teach "dry" material in an engaging manner that facilitates learning and buy-in by keeping participants involved and focused. Learn to:

- Utilize techniques to teach technical content in an interactive manner
- Deal effectively with challenging participant behaviors including "The Dominator," "The Silent Type" and "The Disrupter"
- Apply a number of creative icebreakers to set a positive tone for your trainings
- Energize your audience to keep them involved and awake
- Reinforce learning and retention by using a variety of review techniques

Your workshop leader: Christie Sterns, President, Training Makes Cents, Inc.

Sponsorship and Exhibition Opportunities

Sponsorships and Exhibits are excellent opportunities for your company to showcase its products and services to high-level, targeted decision makers attending **Pharmaceutical Sales Training**. Pharma IQ and Pharmaceutical Sales Training help companies like yours achieve sales, marketing and branding objectives by setting aside a limited number of event sponsorships and exhibit spaces – all of which are custom-tailored to help your company create a platform to maximize its exposure at the event.

Visit us on the Web and see what other exciting and information-packed conferences are being offered by the International Quality and Productivity Center! To find out more about upcoming events, call **Shannon Forrester** at **212-885-2719** or via email at **sponsorship@iqpc.com**.

Pricing	Register & Pay by 01/26/07	Register & Pay after 01/26/07
All Access Package Conference plus all workshops	Save \$800 \$3,944	Save \$300 \$4,444
Platinum Package Conference plus 4 workshops	Save \$700 \$3,495	Save \$200 \$3,995
Gold Package Conference plus 3 workshops	Save \$600 \$3,046	Save \$100 \$3,546
Silver Package Conference plus 2 workshops	Save \$500 \$2,597	\$3,097
Bronze Package Conference plus 1 workshops	Save \$400 \$2,148	\$2,548
Conference only	Save \$300 \$1,699	\$1,999
Workshops only (each)	\$549	\$549

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TEAM DISCOUNTS

For information on team discounts, please contact IQPC Customer Service at 1-800-882-8684. Only one discount may be applied per registrant.

Special Discounts Available: A limited number of discounts are available for the non-profit sector, government organizations and academia. For more information, please contact customer service at 1-800-882-8684.

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Penton Learning Systems LLC dba IQPC: 957-097239
ABA/Routing #: 021000021
Reference: Please include the name of the attendee(s) and the event number: 11352.001

Payment Policy: Payment is due in full at the time of registration and includes lunches, refreshment and detailed conference materials. Your registration will not be confirmed until payment is received and may be subject to cancellation. **For IQPC's Cancellation, Postponement and Substitution Policy, please visit www.iqpc.com/cancellation**

Venue Information:

The Hub Circa Centre
(Attached to 30th Street Station)
2929 Arch Street, Suite 200
Philadelphia, PA 19104
Phone: 877-THEHUB1

Note: Contact hotel for direction and transportation suggestions.

Special Dietary Needs: If you have a dietary restriction, please contact Customer Service at 1-800-882-8684 to discuss your specific needs.

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1-800-882-8684

www.iqpc.com/pharmaIQ

Pharmaceutical Sales Training

Best Practices and New Techniques to
Maximize Return on Sales Force Investments

Your customer registration code is:

When registering, please provide the code above.

Hear novel insights regarding:

- **Selecting** the most effective sales training design
- **Aligning** sales training with marketing strategy
- **Applying** competency models to assess team
- **Structuring** and managing your field force
- **Ensuring** understanding of compliance concepts
- **Maintaining** momentum of training initiatives

4 EASY WAYS TO REGISTER:

- 1 **Web:** www.iqpc.com/PharmaIQ
- 2 **Call:** 1-800-882-8684 or 1-973-256-0211
- 3 **Fax:** 1-973-256-0205
- 4 **Mail:** IQPC
535 5th Avenue, 8th Floor,
New York, NY 10017

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