

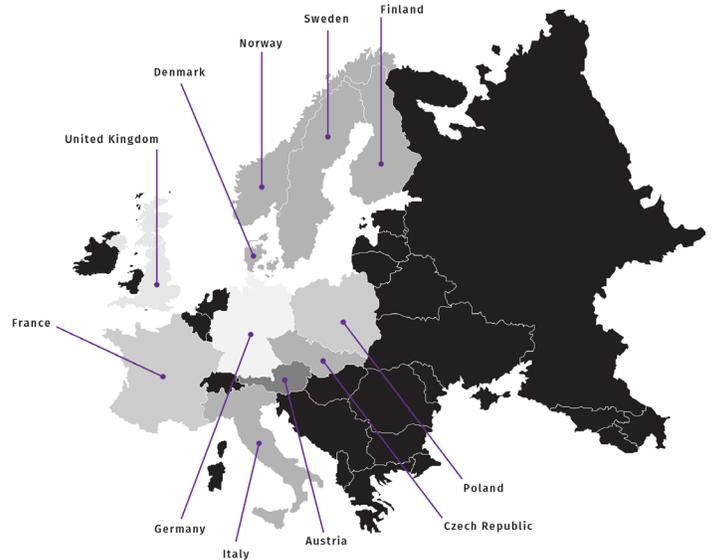


Global Product Launch Training

1 PROBLEM

Our biotherapeutics client's innovative treatment for primary immunodeficiency had gained approval in several major markets. To ramp up for a global product launch, our client had two major needs:

- 1 The design and development of sessions for a product launch meeting to equip each country's sales team with the knowledge and enthusiasm to achieve a high impact launch.
- 2 The identification of performance gaps and product launch training needs of each country's sales team.



2 APPROACH

To design meeting sessions that align with the client's strategic imperatives, we reviewed their key marketing materials and created session content outlines to be reviewed and approved by the client's marketing leads.

We conducted a comprehensive needs assessment which included interviewing marketing leads from nine countries, assessing existing training materials, and conducting a technology audit to understand preferences and modalities for consuming training content.

3 SOLUTION

Based on the approved content outlines, we developed run sheets, briefing documents, and slide decks for meeting sessions designed to build motivation and commitment for product launch goals and activities, improve product knowledge, demonstrate how the product addresses unmet patient needs, and illuminate physician and patient experiences with the product.

Using our findings from the needs assessment, we created recommendations for a complete product launch training solution. This included recommendations for global "core" content, localized "custom" content for country-specific objectives, and modalities for content delivery. We also created a diagnostic roadmap tool to help countries identify which combination of "core" and "custom" content is appropriate for their local team.

4 BENEFIT

Meeting sessions that align with the client's strategic imperatives allow sales teams to understand the benefits and opportunities that this product offers for doctors, patients, and the company, and to enhance their enthusiasm and commitment to the success of this brand.

Recommendations for a product launch training solution that consider both global and local training needs allow country team leads to customize training content and modalities for their local team. This equips sales teams with the right training to facilitate optimal product launch outcomes.