



A focus on Extended Learning Platforms that link to impacting business drivers can make a BIG difference in maximizing return

on your training investment. Life sciences companies invest staggering amounts of time, money, and effort into developing new products, and sustaining the life cycle of present products that have the power to change lives. Your sales channels must have what it takes to effectively deliver on your go-to-market strategy – and deliver quickly.

53% increase in marketshare! In a recently published Wilson Learning study within the pharmaceutical industry, building strong interpersonal relationships through versatility skills was shown to boost marketshare by as much as 53%. What's a 53% increase in marketshare worth to your organization?

A successful pharmaceutical product campaign hinges on the access message – and whether your sales channels can actually deliver it to get maximum results. Your sales channels must be able to:

- Differentiate your product with key decision makers by quickly establishing credibility and building rapport
- Gain access to and influence those key health care professionals who actually prescribe medication or make formulary decisions
- Enhance and extend your product's life cycle by adding value that goes beyond product features or performance
- Motivate key health care professionals to make decisions and take action in fewer meetings than the industry standard of seven
- Deliver the increased educational value of the materials
- Differentiate by how the message is delivered – from the framework of helping HCPs answer questions they get from more educated consumers

If you are experiencing one or more of the above challenges, Wilson Learning can help. Our new, highly scalable suite of learning modules, developed exclusively for the pharmaceutical industry, enables marketing departments to quickly blend the appropriate product message with the critical selling skills to achieve maximum return – just enough, just in time, with measurable results.

Wilson Learning - Your resource in developing competitive advantage!



To learn more, or to request your free copy of the research report demonstrating a 53% increase in marketshare, contact your local Wilson Learning representative, or visit us online at www.wilsonlearning.com.



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