

# 5<sup>th</sup> Global Pharma SFE Forum

*HR, T&D, MKT, CRM:  
Working Together to Achieve Sales Force Effectiveness*

24<sup>th</sup> and 25<sup>th</sup> February 2010 , Madrid

## EXPERT ADVISORS

**Robbert van der Meulen, Grünenthal GmbH**  
Head Communication Services Global Brands

**Jennifer Cerny, Boehringer Ingelheim**  
Head of Marketing and Sales

**Klaus Schluter, Pfizer**  
Director Market Access Business Affairs

## CONFIRMED SPEAKERS

**Dr. Ulrike M. Grimm, Fresenius Biotech GmbH**  
VP Program Management,  
Head of Global Program  
Management

**Knut Simon Thorbjørnsen, Orion Pharma HR Business Partner**  
Global Sales

**Ibrahim Shalaby, Ranbaxy**  
General Manager

**Jozef Siska, Recordati**  
General Manager

**Alexander Ruzicic, Roland Berger AG**  
Principal, Competence Center  
Pharmacy & Healthcare

**Gonzalo Rodriguez, Novartis Spain**  
Head of Sales

**Vladimir Finsterve, Pears Health Cyber**  
CEO

**Tereza Zuntova, Pears Health Cyber**  
Marketing and Advertising  
Professional

**Enrique Garrido, Grünenthal**  
Training Manager

**Simon Gineste, Novartis Spain**  
Head of CRM, SFE

**Frédérique Béguin, Merck Serono SA**  
Sales Effectiveness

**Simon Viggers, Novonordisk France**  
Head of Training and Development

**Ivan Borsky, Data System Solutions**  
Sales Director

**Edward P. Nathan, Wyeth USA**  
Director of Learning and  
Development

**Arnoldo Scarrone, Takeda Italy**  
SFE Director

**Steve Sweeney, 212 Degrees Limited**  
Managing Director

**Özlem Acar, Wyeth Turkey**  
Business Unit Director

**Milos Davidovic, Hemofarm Russia**  
Deputy Marketing Director

**Daniel Schick, JANSSEN-CILAG GmbH, Johnson & Johnson**  
Executive Director, Commercial  
Affairs & Key Account  
Management

**Jennifer Cerny, Boehringer Ingelheim**  
Head of Marketing and Sales

## EVENT FORMAT

- ▶ **Highly Selected Participants:** To ensure the exclusivity of the event, the event is strictly limited to upper level executives and is by invitation only. The number of Participants is limited to 200 industry decision makers only.
- ▶ **Pre-scheduled Business Club Meetings**  
One to one meetings are arranged according to preferences made prior to the congress between a high-caliber audience and worlds most respected solution providers. You select the people you want to meet.
- ▶ **Cutting Edge Conference Agenda:** Keynote presentation and Case Studies by forward thinking industry professionals addressing the latest topics and challenges facing the Pharmaceutical and Medical Sales.
- ▶ **Unrivalled Networking Functions:** Networking in style with the utmost echelons of the industry through carefully orchestrated business and social gathering in the most luxurious and spectacular locations in Barcelona.
- ▶ **Business Focused Environment:** Opportunity to obtain very throughout and specific information about the industry in a captive and focused environment.

## FIND YOUR REASONS TO ATTEND

Improving sales effectiveness is not just a sales function issue. It is a company issue, as it requires collaboration between HR, Training & Development, Sales, Marketing and CRM to understand drivers of continuous improvement of the knowledge, messages, skills, and strategies that sales people apply as they work.

5<sup>th</sup> Global Pharma SFE Forum event brings together senior level experts from the world leading Pharmaceutical and Healthcare companies to share and benchmark their best practices.

## WHO MUST ATTEND

Vice Presidents, Senior Executives, Heads, Directors and Managers of: Sales & Marketing, HR, CRM, Sales Force, Field Force, Sales & Marketing Systems, Patient Relationship Marketing, CRM, E-Business, E-Marketing, Product Managers, Sales Analysts, Key Account Managers, Primary Care, Secondary Care, Training and Development, General Managers

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**Day 1, 24<sup>th</sup> February, 2010**

**8:30 Registration and Coffee**

**9:00 Opening remarks from the chair**

**DRAMATIC CHANGE WITHIN PHARMA INDUSTRY**

**9:00 KEYNOTE PRESENTATION: Predicting the Future -Which Path Will you Take?**

- Shifting from Content to Care
- Understanding growing power of healthcare buyers, providers and patients
- Focusing on prevention rather than treatment

**9:30 Changing the Business model to face the new market – the Italian case**

- New stakeholders
- New organization
- Market Access
- New Marketing Approach

**Arnaldo Scarrone, Takeda, Italy**, Business Development Director

**10:00 Interactive Discussion - Crystal Ball Insight**

How will Pharma industry look like in the future ?

**10:30 Morning coffee and networking**

**STREAM A**

**REACHING SALES FORCE EFFECTIVENES**

**11:00 CASE STUDY: Global Implementation of Customer Value Management Tool**

- Targeting and Segmentation of the customers
- Focus on Customer and Care- Service
- Empowering what you already have to drive your Growth

**Jennifer Cerny, Boehringer Ingelheim**  
Head of Marketing and Sales

**11:30 CASE STUDY: 12 Pillars of SFE**

- Cutting the Keystone
- Laying the Foundations
- Erecting the Pillars
- Putting on the Roof

**Ivan Borsky, Data System Solutions**  
Sales Director

**12:00 CASE STUDY: Marketing Support for SFE; illusion or reality? We have an answer**

- Give your SF the freedom to become specialized key account managers
- Make your non-called customers think about your brand
- Leverage different tools and technology to enhance your SFE

Co-presentation:

**Vladimir Finsterve, Pears Health Cyber**  
CEO

**Tereza Zuntova, Pears Health Cyber**  
Marketing and Advertising Professional

**12:30 Luncheon**

**STREAM B**

**REACHING SALES FORCE EFFECTIVENES - ROLE OF HR**

**11:00 Managing the Whole Work Process**

- Identifying how HR can help to maximize profit
- Optimizing Sales Strategies
- Aligning Managerial Practices
- Retaining the Talents

**Edward P.Nathan, Wyeth USA**  
Director of Learning and Development

**11:30 CASE STUDY: How HR processes can increase SFE:**

- Assessment of competence behaviour as a key to improved performance
- Linking competence development to the performance management cycle

**Knut Simon Thorbjørnsen, Orion Pharma**  
HR Business Partner, Global Sales

**12:00 One to One Prescheduled Business Club Meetings**

One to one meetings are arranged according to preferences made prior to the congress between a high-caliber audience and worlds most respected solution providers. You select the people you want to meet.

**13:00 Luncheon**

## STREAM A

### BUILDING STRONG AND LASTING CRM

#### 14:00 CASE STUDY: Building Trust in Pharma CRM in a Merging Situation

- Why do I need to change my CRM?
- Who decides what is good for me?
- How can I convince my people ?
- Why trust matters?

**Frédérique Béguin, Merck Serono SA**  
Sales Effectiveness

#### 14:30 CASE STUDY: Sales and Customer Excellence

**Simon Gineste, Novartis Spain**  
Head of CRM, SFE

#### 15:00 CASE STUDY: Customer Power

- Marketing and Selling begins and ends with the customer
- Matching what you have to offer with what the buyer wants
- "Sophisticated Customer" using all sources

#### 15:30 Afternoon coffee and networking

#### 16:00 CASE STUDY: Benefits of Interactive Multichannel Communication with your Customers

- Delivering targeted and tailored messages
- Variety of channels: News, Brand, Acceptance, In-Person, Websites, Awareness, Personal Selling, KOL-led, Meeting, Non Personal, e-Business, New tools for targeting and reaching the customers

**Milos Davidovic, Hemofarm Russia**  
Deputy Marketing Director

#### 16:30 Interactive Panel Discussion

In this session, the audience has an opportunity to ask questions and an open interactive discussion with the discussion leader

#### 17:00 Closing remarks from the chair

#### 17:00 One to One meetings

#### 18:00 Close of Day 1 followed by

Speakers and delegates are cordially invited to attend a  
**Networking Cocktail Reception**

## STREAM B

### TRAINING AND DEVELOPMENT

#### 14:00 CASE STUDY: Executive Education Program for Sales and Marketing

- Analyzing the training needs of your company
- Challenges in measuring training effectiveness
- Training as Sales Support

**Simon Viggers, Novonordisk France**  
Head of Training and Development

#### 14:30 CASE STUDY: What have we Done to our Sales People?

- Do not put your sales reps, managers, leaders in Process Prison
- Maximizing Training and Development
- Identifying best motivation factors

#### 15:00 CASE STUDY: Pharma Needs Reps. that are Less "Sales and Business Orientated"

- Get your people " face to face with buyer "
- Increasing interactive time of your Sales Force
- Find out that your sales people are spending more hours on the phone less time with the customers

#### 15:30 Afternoon coffee and networking

#### 16:00 CASE STUDY: Most Effective Training For Your Sales Force" Back to the Basics "

- Simplicity
- Flexibility
- Focus

#### 16:30 Interactive Panel Discussion

In this session, the audience has an opportunity to ask questions and an open interactive discussion with the discussion leader

#### 17:00 Closing remarks from the chair

#### 17:00 One to One meetings

#### 18:00 Close of Day 1 followed by

Speakers and delegates are cordially invited to attend a  
**Networking Cocktail Reception**

**Day 2, 25<sup>th</sup> February, 2010**

**8:30 Registration and Coffee**

**9:00 Opening remarks from the chair**

**STREAM A**

**FROM SALES to COMMERCIAL EXCELLENCE- INCREASING ROI**

**9:00 CASE STUDY "How to Blend All Together" Communication and Marketing with Sales Strategy to Increase Sales and ROI**

- Understand why it is important to be innovative in order to create an impact and close the loop
- How to measure effectively The Sales ROI
- The Micromarketing Approach-to increase ROI

**Gonzalo Rodriguez, Novartis Spain**  
Head of Sales

**9:30 CASE STUDY: Towards Commercial Excellence- Identify the right levers to drive your business forward**

**Alexander Ruzicic, Roland Berger AG**  
Principal, Competence Center Pharmacy & Healthcare

**10:00 CASE STUDY: How are Advances in Technology Supporting SFE Initiatives**

- Discover data mining algorithms
- Implementing Targeting Process
- Reaching right groups of clients with right message

**10:30 Morning Coffee and Networking**

**11:00 CASE STUDY: New Selling Models „Updated KAM“**

- What skills are needed?
- Learn how to incorporate internally selling process into medical, IT, marketing, clinical and HR
- How to improve commercial operations with KAM ?

**Daniel Schick, JANSSEN-CILAG GmbH, Johnson & Johnson**  
Executive Director, Commercial Affairs & Key Account Management

**11:30 CASE STUDY: Big Pharma is moving from Primary to Secondary Care- "Generic rules"**

- Primary vs Secondary Care
- Key differences and common points
- How to learn from each other?

**12:00 Experiences from the Headquarter Perspective of Global Team Leadership**

**12:30 Interactive Panel Discussion**

The audience has an opportunity to ask questions and open an interactive discussion with the speakers from the morning session

**13:00 Luncheon**

**SPECIAL FEATURE: Evaluating outcomes and Lessons Learned from: Stream A at 14:00 and Stream B at 14:30**

**15:00 ONE to ONE Meetings**

**16: 00 Farewell Coffee and Networking**

**STREAM B**

**HR FACE OF SALES FORCE EXCELLENCE**

**9:00 Workshop: From Sales Representative to Sales Entrepreneur**

- If recruiting then the first class
- Initial Training and Partnership Contracting
- Creating the "Entrepreneurial "Mindset
- Supporting and Maintaining High Sales Performance
- Creating High Performance Sales Team

**Steve Sweeney, 212 Degrees Limited**  
Managing Director

**10:00 CASE STUDY: How to Implement a Strategic Vision of Behavioral Change**

- How to use behavioral, activity and sales data
- Find out strategy execution
- Identify key behaviors that make the difference between average and excellent performance

**10:30 Morning Coffee and Networking**

**11:00 CASE STUDY: Blended Learning Best Training Strategy**

- Uncover unique blend of e-learning and face to face learning
- Benefits of using latest computer-based programmes
- Building progressive learning culture

**11:30 Using Sales Incentive Plan "A tool to maximize Sales Force Productivity**

- Key Principles
- Sales Incentive Model
- Setting the sales Objectives

**Ibrahim Shalaby, Ranbaxy**  
General Manager

**12:00 CASE STUDY: Discovering Proven Methods to Measure the Impact of your Trainings**

**12:30 Interactive Panel Discussion**

The audience has an opportunity to ask questions and open an interactive discussion with the speakers from the afternoon session

**13:00 Luncheon**