Transforming Today's Trainers into Tomorrow's Leaders

Engagement Strategies and Tactics for Developing Field Sales Trainers

44TH LTEN Annual Conference

Objectives

- Identify best practices for preparing field sales trainers for broader career responsibilities
- Define strategies for the development of field based trainers focusing on competencies, resources, and company values
- Describe tactics to learn transferable skills grounded in the field training role and applicable to typical next roles

Session Agenda

- Welcome
- Objectives
- Agenda
- Introductions
  - Table Introductions
  - Panelist Introductions
- Panel & Group Discussion
- Table Group Exercise
  - Larger group debrief to follow
- Conclusion

Introductions

- Table Introductions – Time to Network!
  - Name, company, role, why you came to this session
- Panel Introductions
  - Tom Frigge
  - Joe Penna
  - Brian Reardon
  - Jim Page

Panel & Group Discussion Topics

- Alignment of FST development to corporate competencies and values
- Resources to successfully manage an FST program
- Tactics for FST skill development and alignment to strategy
- Preparation for future opportunities

Table Group Exercise

- Instructions:
  - Select a table topic to explore
  - Identify a strategy and tactics to apply
  - Prepare to share findings

Topics

1. Create or formalize an FST program
2. Alignment of FST Program with company goals
3. FST Development in current role and preparation for future opportunities
4. Critical success factors (overcoming obstacles)
5. Other - Wildcard

Additional Resources and Information

Vicki Colman
Associate Director
Cardiopulmonary Sales Training
Bayer HealthCare Pharmaceuticals
E-mail: Vicki.colman@bayer.com

Jim Page
Associate Director
Biopharma Commercial Training
Sandoz (a Novartis Company)
E-mail: Jim-1.Page@sandoz.com

**This information is also available on the L-TEN website: www.l-ten.org*