

Learning Transfer Worksheet

Situation Analysis

What is your goal for this training?

To help representatives better share clinical trial data when selling to physicians

What is your learning challenge?

Sales force is tenured but needs a refresher on EBM and clinical data

What is the business need(s) driving this training?

Launch of a new product; success relies on reaching sales numbers and gaining market share from competitor

What constraints do you have (physical and/or organizational)?

- *Taking time out of the field for training*
- *Budget constraints*

Learner Profile

Who are your learners?

Approx. 60 learners, including territory managers and account representatives

What do your learners know now?

- *Sales*
- *Product knowledge*
- *Industry knowledge*

Needs Assessment Worksheet

What are your learners' knowledge gaps?

- *Clearly communicating clinical trial results*
- *Using clinical reprints and presenting evidence*

Performance Context

Where will your learners apply these skills?

In sales calls with physicians, both in-person and virtual as well as via phone and email

Tools Inventory

What tools will your learners need?

- *Pre- and post-work reading and application exercises*
- *Job aids*
- *Role play activities*

What resources currently exist for your learners?

No training currently exists; company is a start-up

What resources will need to be created?

- *Job aids*
- *Facilitator guides for instructor-led training*
- *Coaching guides*