



Beyond the Sales Aid

.....
New Avenues
of Engagement
in Specialty Sales

sanofi  curtis learning™

Agenda

60 min



Introduction



15 min



Panel Discussion



45 min



Q&A Session



10 min

Introduction



Panel Members

85 min



Brittney Forster

Director of Commercial Training,
Oncology, Sanofi Specialty Care



Michael Pathé

Director of Commercial Training,
Rare Blood Disorders, Sanofi
Specialty Care



Mark Andersen

Associate Director of Commercial
Training, Rare Disease, Sanofi
Specialty Care



Lauren Mays Weddle, PhD

Senior Medical Director and Learning
Strategist, Curtis Learning

Panel Discussion

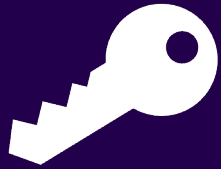




HURDLES

IN SPECIALTY SALES

“What are some of the key hurdles to field teams selling in **oncology?**”



Key Considerations:

Understanding a crowded marketplace

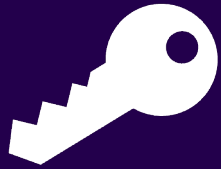
- How does the HCP make treatment decisions?
- How does the patient's clinical presentation or disease characteristics influence treatment decisions?
- Is the HCP aware of how first-line treatment decisions impact options for later lines of therapy?
- Where does your product reside in that algorithm?



HURDLES

IN SPECIALTY SALES

“What are some of the key hurdles to field teams selling in the **rare disease** space?”



Key Considerations:

Leading with disease awareness conversations

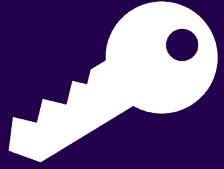
- How aware is the HCP of this disease?
- Does the HCP believe that this disease may be relevant to their patients/practice?
- How can we build champions at our accounts and foster a sense of interest and urgency?



TRAINING

IN SPECIALTY SALES

“How do you
create training that
addresses this
unique need in
oncology?”



Key Considerations:

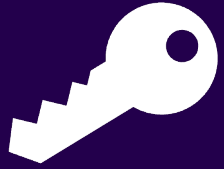
- Understand the treatment decision-making mindset
- Fluently converse with customers about the treatment pathway
- **Training Examples:**
 - TREATMENT SELECTION MASTER CLASS SERIES
 - TREATMENT ALGORITHM DEEP DIVES
 - SME INITIATIVE



TRAINING

IN SPECIALTY SALES

“What training resources are essential for overcoming hurdles in the **rare disease and rare blood disorders** marketplace?”



Key Considerations:

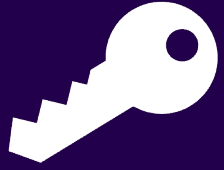
- Practice disease awareness conversations
- Leverage all available resources to optimize appropriate customer engagement
- **Training Examples:**
 - DISEASE AWARENESS BROCHURE FLUENCY TRAINING
 - LEAD OPTIMIZATION TRAINING



ENGAGEMENT

IN SPECIALTY SALES

“What is your approach to building customer engagement skills with your teams?”



Key Considerations:

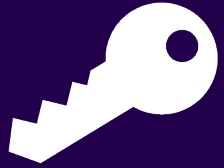
- Assess the unmet need
- Recognize the experience and tenure of your team
- Involve key field team members to get their buy-in and foster excitement
- Take a “by us, for us” approach to training development



ENGAGEMENT

IN SPECIALTY SALES

“What did this development process entail and how was it received by the team after the training was rolled out?”



Key Considerations:

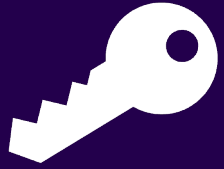
- Involve field team members with unique perspectives
- Gather insights through facilitated brainstorming sessions
- Align on what skills are essential at both the brand and organizational level
- Build a flexible training tool kit that can be leveraged efficiently and customized when needed



ENGAGEMENT

IN SPECIALTY SALES

“What are the essential customer engagement skills for the unique customer types within Specialty Sales?”



Key Considerations:

- Pre-call planning
- Engaging opening
- Insightful questioning
- Tailoring the dialogue
- Competitive selling
- Natural close

Q&A Session





Thank
You

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WE LEAD WITH SCIENCE™

Science-based innovative learning

55+

Biopharma Companies

75+

Product Launches

45+

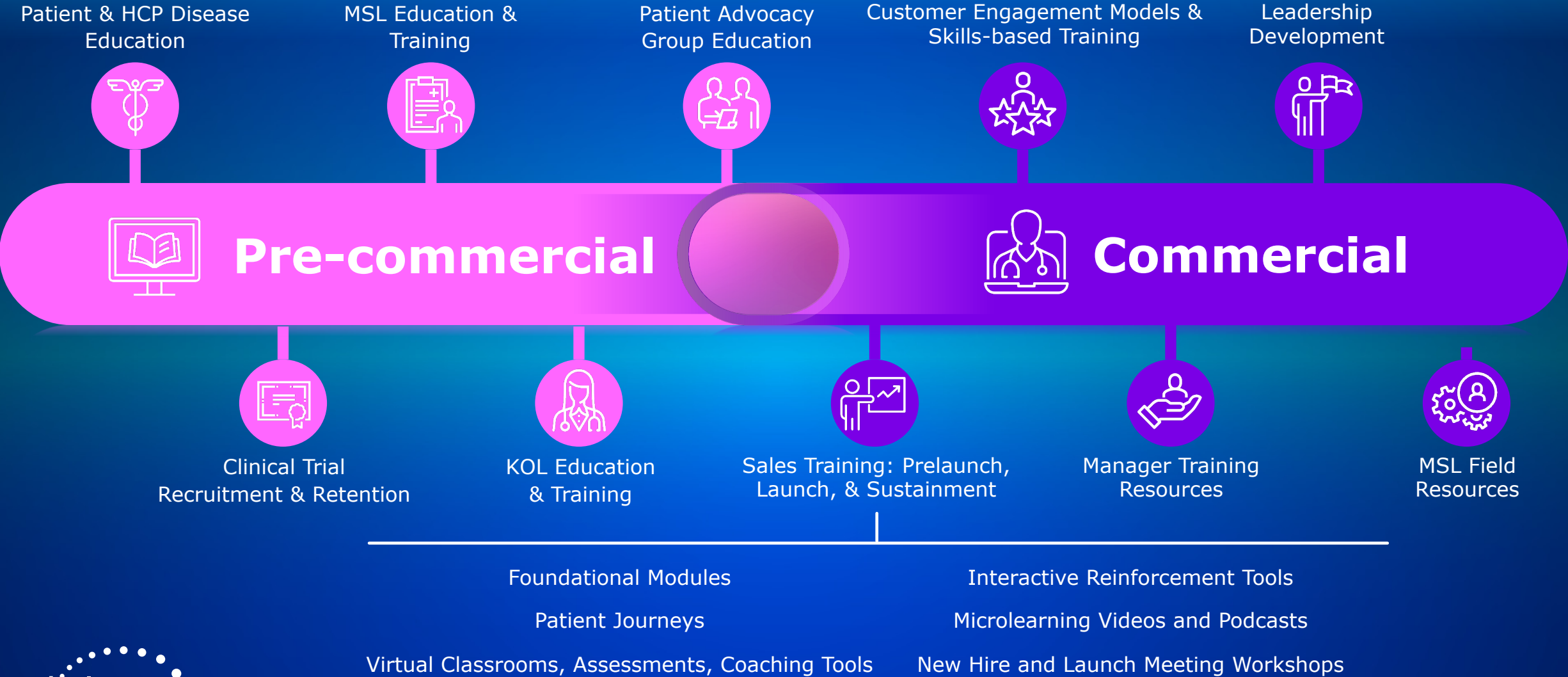
New Indications

15+

Investigational Therapies



Content Across The *Entire* Launch Continuum



Extensive Clinical Acumen & Experience in Key Markets

We partner with biotech and pharmaceutical companies across a range of disease states and therapeutics where innovative science is driving significant advances in medical care.

