


INSTRUCTIONS: This Learning Needs Discovery is for you to evaluate your organization’s current account management learning and development needs. If you answer yes to a question, then determine the amount of work needed to update/revise and eventually execute. The insights from this will help you pinpoint areas for improvement and updating your learning curriculum.

OVERVIEW	<p>For the pharmaceutical and life sciences industry, strong business acumen and an account management skillset are essential to compete in today’s marketplace. Each company is different with various Sales, Market Access, and Medical roles calling on larger organized customers (e.g., IDNs, Payers, Group Purchasing Organizations, Large Medical Groups).</p> <p>As you answer these questions, think about the common and core learning skills needed to elevate account management in your organization. There may be unique learning needs for the following roles (Key Account Managers, Strategic Account Managers, Account Executives, National/Regional Account Directors, Medical Affairs, Hospital Sales Representatives, others).</p>		
<i>In your organization, ...</i>	Yes	No	1= Work Required 2 = Acceptable 3= High quality, no work needed
BUSINESS CASE			
1. Is the business case for elevating account management skills clearly articulated?			
2. Are leaders aligned to the overall account management strategy?			
PLANNING PROCESS AND REVIEW			
3. Is there a consistent and disciplined account planning process in place?			
4. Are there efforts underway for cross-functional, compliant, and integrated planning, especially with larger accounts?			
5. Are there supporting tools or templates for effective account planning?			
6. Do your Account Leads have the skills to work with a broad group of internal stakeholders to develop and execute an account plan?			
7. Do you have an established “business/account” review process to evaluate execution and performance?			
BUSINESS ACUMEN SKILLS			
8. Do your field employees need a methodical approach to analyzing a given geography’s healthcare marketplace ecosystem to identify dominance and interconnectivity between various healthcare entities?			
9. Are there opportunities to provide healthcare marketplace trends analysis to improve account planning?			
10. Do your field employees effectively analyze sales performance data to identify opportunities and risks?			
11. Can employees effectively profile large-organized customers to identify business, clinical, operational, and reimbursement drivers?			
12. Are there opportunities for more effective stakeholder identification and relationship mapping skill development?			
13. Do you employees need to develop the critical strategic thinking to translate insights into effective account plans?			
14. Do your employees need training on creating compliant account plans?			

<i>In your organization, ...</i>		Yes	No	1= Work Required 2 = Acceptable 3= High quality, no work needed
15.	Do your account leads have the skills to foster collaboration, coordination, and communication?			
16.	Do your account leads need training on influencing without authority?			
17.	Do your Account leads need training on how to prepare for and conduct account plan reviews?			
18.	Do your account leads need contracting and negotiations skill development?			
FIELD LEADERSHIP DIRECTION AND COACHING				
19.	Do your field leaders place a high priority on developing account management skills and capabilities?			
20.	Are your field leaders providing an appropriate level of coaching and direction related to account management?			
HOW WLH CAN HELP				
<p>Learn more about WLH's <u>Account Management Academy</u> which is a comprehensive and customized blended learning solution designed specifically for the pharmaceutical and life sciences industry. All programs are competency-based, build foundational skills.</p> <p>Designed for: Key Account Directors/Managers, Cross-functional Account teams, Market Access Roles, Field Medical Teams, Hospital Sales Representatives, Field Reimbursement Teams, Sales Leadership</p>				
		<p>Account Management Academy</p> <ul style="list-style-type: none"> • Healthcare Ecosystem Marketplace Analysis • Account Profiling Series • Stakeholder Identification and Mapping Series • Turning Insights into Action • P.L.A.N. for Results™ – Territory/Geography Planning • Empathetic Stakeholder Engagement • Understanding Integrated Delivery Networks • 3C's of Collaboration, Coordination, and Communication™ • Account Effectiveness and Collaboration Team Toolkit • Account/Business Plan Reviews 		
		<p>Deployment options: Live, Virtual, On-demand eLearning, with supporting tools and on-the-job applications.</p>		