# How Do You *Really* Know?

## Using the iPad to Answer the Impossible

# Today …

| Agenda |
|--------|
| SalesVillage™ |
| Live Events |
| Training |

Parking Lot

# What Do You *Really* Want to Know?

The metrics behind the sales results?
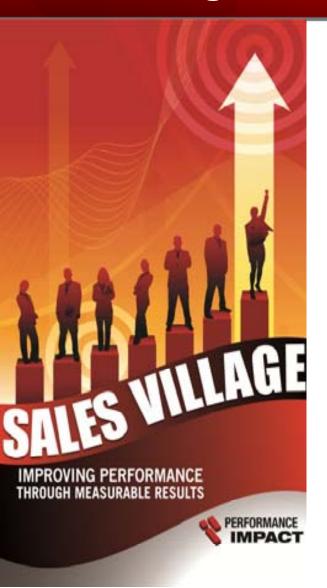
Can they demonstrate the critical behaviors?

Was the training we provided worth the expense?

Are there critical skill and knowledge gaps?

Is the sales force ready to drive product sales?

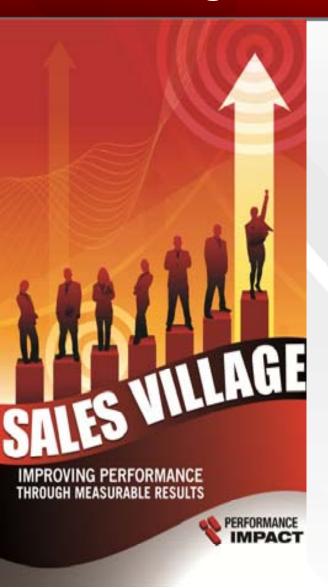How do we know the managers are coaching the right behaviors?

## Can our Representatives …

✓ Effectively engage in a customer- centric discussion?

✓ Address customer objections and competitive issues?

✓ Articulate strategic messaging?

✓ Effectively position product within the sales portfolio?

# SalesVillage™ Objective and Benefits
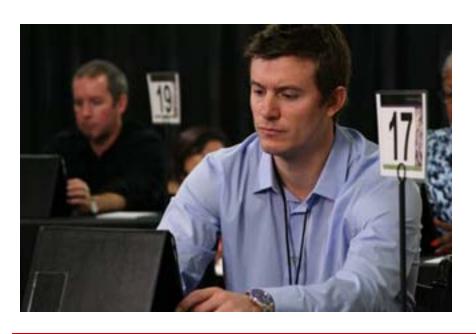
**Primary objective:**

- to create a competitive environment that **drives accountability** and **knowledge retention** through the use of sophisticated technology and targeted pull-through coaching opportunities

**Sales Village Benefits:**

- Rigorous product and selling skills certification
- Enables a unique & engaging learning experience
- Garners motivation and excitement through competition
- Attains immediate metrics
- Fosters a sense of accountability and ownership
- Provides sustained performance through targeted coaching
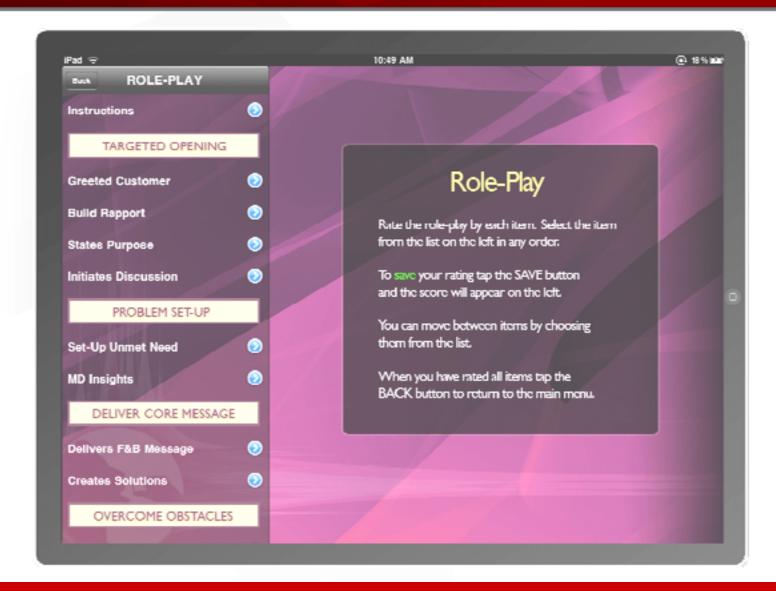
# SalesVillage™ Components

- Knowledge Check Assessments
  - Test Knowledge
    (Product, clinical, disease state, etc.)
  - Variety of Question Types
    (Multiple choice, open text, etc.)
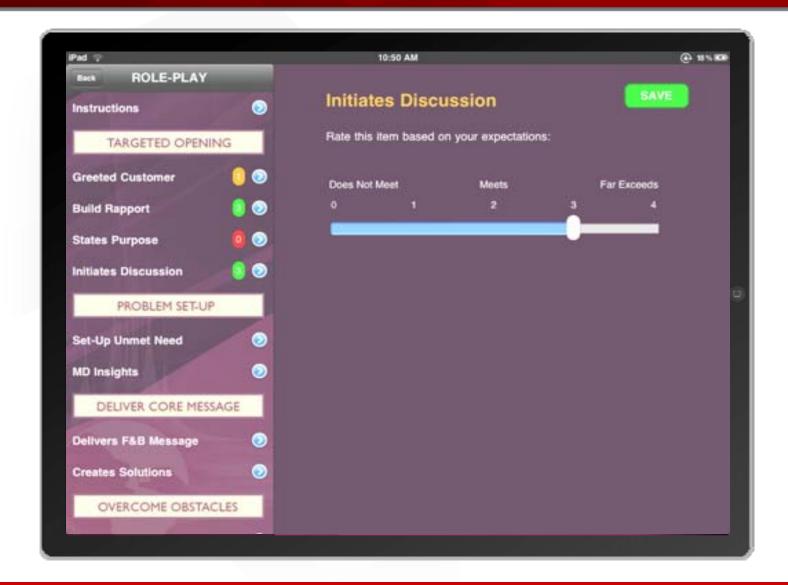  - Utilizes Real-Time Scoring





- Certification / Role-Play Skill Practice
  - Test Knowledge, Ability, and Skills
  - Customizable Scenarios Reflecting Real-Life Interactions
  - Assess Across Observable Behaviors and Competencies

# SalesVillage™: Not Your Average Role-Play

# SalesVillage™: Real-Time Skill Assessment

# Linked to Amgen's Models and Processes

| Behavior | Successful Representatives: | Exceptional Representatives: |
|---|---|---|
| **Pre-Call Planning** | Planned calls based on the information they wanted to share. | Organized call plans based on the customer's needs, issues, or goals. |
| **Opening** | Used marketing messages to gain customer interest; typically used the same message for every customer. | Used the approved clinical, disease state, patient profile, industry, and customer information to gain interest and develop customer-specific openings in accordance with business unit-specific guidelines. |
| **Investigating** | Asked about the customer's issues only as they related to the Amgen product or related disease state. | Drew upon in-depth industry, clinical, and customer knowledge to ask about the individual customer's goals and objectives. |
| **Addressing Needs** | Presented non-customer-specific marketing messages using a visual aid as the centerpiece of the discussion. | Used facts and data as the basis for a customer-specific dialogue. Used the visual aid or other approved resources to support a larger discussion about relevance of the information to a specific patient group in accordance with business unit-specific guidelines. |
| **Closing / Gaining Commitment** | Usually ended calls by asking customers to prescribe more of the product for appropriate patients without assessing a particular customer's needs. | Asked customers for a variety of incremental actions that moved the customer toward a larger goal, including, but not limited to, prescribing the product in the appropriate patients. |
| **Post-Call Analysis** | Analyzed the customer's reactions to what was said by the Representative during the call. | Analyzed the call within the context of the customer's business and how the call impacted overall goals / strategies. |

Post-Coaching Analysis
Follow-Up

PERFORMANCE IMPACT | Building the people who build your success

# Real-Time Competition

Results displayed on leaderboards for:
- Individual standings
- District standings
- Regional standings





View multiple levels of performance
- Individual
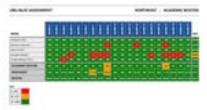- District / Team
- Regional
- National

# Generating Excitement & Accountability

# Reports

## Knowledge-Check Assessments

### District Assessment Heat Map



### Question Analysis



### Individual Coaching Report



## Role-Play Skill Assessments

### District Role-Play Map



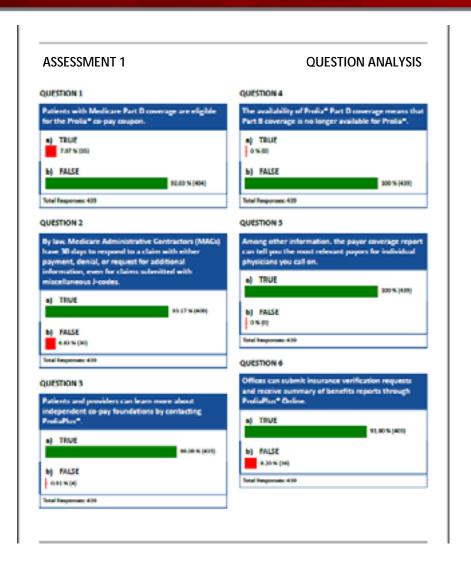### Individual Role-Play Report

# District Assessment Heat Map

**OBU BLUE ASSESSMENT**  **NORTHEAST  -  ACADEMIC BOSTON**

| NAME | Question 1 | Question 2 | Question 3 | Question 4 | Question 5 | Question 6 | Question 7 | Question 8 | Question 9 | Question 10 | Question 11 | Question 12 | Question 13 | Question 14 | Question 15 | Question 16 | Question 17 | Question 18 | Question 19 | Question 20 | AVG |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Rep 1 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100.00 |
| Rep 2 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 0 | 100 | 100 | 100 | 0 | 100 | 100 | 100 | 0 | 100 | 100 | 100 | 85.00 |
| Rep 3 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100.00 |
| Rep 4 | 100 | 100 | 100 | 0 | 100 | 100 | 0 | 0 | 0 | 100 | 100 | 100 | 100 | 100 | 0 | 100 | 0 | 0 | 0 | 100 | 60.00 |
| Rep 5 | 100 | 100 | 0 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 95.00 |
| ACADEMIC BOSTON | 100 | 100 | 80 | 80 | 100 | 100 | 80 | 80 | 60 | 100 | 100 | 100 | 80 | 100 | 80 | 100 | 60 | 80 | 80 | 100 | 88.00 |
| NORTHEAST | 100 | 100 | 95.45 | 90.91 | 100 | 100 | 72.75 | 86.36 | 68.18 | 100 | 100 | 100 | 86.36 | 100 | 95.45 | 100 | 77.27 | 86.36 | 90.91 | 95.45 | 92.27 |
| NATION | 98.92 | 98.39 | 99.46 | 95.70 | 100 | 99.46 | 80.65 | 94.62 | 76.88 | 100 | 98.92 | 98.92 | 83.33 | 98.92 | 94.62 | 99.46 | 90.86 | 91.94 | 98.92 | 97.31 | 94.87 |

**KEY**

| | |
|---|---|
| 0 - 49% | (red) |
| 50 - 74% | (orange) |
| 75 - 100% | (green) |

# Question Analysis

# District Role-Play Map

**OBU BLUE ROLE-PLAY B:**
**NEULASTA / VECTIBIX PHYSICIAN - BREAST**

**NORTHEAST - ACADEMIC BOSTON**

| NAME | Customer Focused Open | Review Information | Customized Call | Used Data | Links Messages | Uses Neulasta Tools | Uses Vectibix Tools | Transition | Uses Information | Builds message | Safety Information | Understands the Org | Handles objections | Advances the Call | Objections Addressed | Reiterates Purpose | Seeks Commitment | Closes with Actions | Follow-Up | Compelling Message | AVG |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Rep 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 4 | 3 | 3.15 |
| Rep 2 | 3 | 2 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2.50 |
| Rep 3 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 1 | 1.85 |
| Rep 4 | 2 | 1 | 1 | 2 | 2 | 2 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 0 | 1 | 1.35 |
| Rep 5 | 3 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 2.05 |
| ACADEMIC BOSTON | 2.60 | 2 | 2.20 | 2.40 | 2.20 | 2.20 | 2.20 | 2.20 | 2.40 | 2 | 1.60 | 2 | 2 | 2 | 1.80 | 2.60 | 2.40 | 2.20 | 2 | 1.80 | 2.14 |
| NORTHEAST | 2.50 | 2.14 | 2.27 | 2.32 | 2.23 | 2.36 | 2.27 | 2.23 | 2.45 | 2.27 | 1.73 | 2.09 | 2.32 | 2.32 | 2.05 | 2.45 | 2.45 | 2.41 | 2.18 | 2.14 | 2.26 |
| NATION | 2.40 | 2.28 | 2.38 | 2.40 | 2.29 | 2.42 | 2.36 | 2.20 | 2.37 | 2.33 | 2.07 | 2.22 | 2.25 | 2.29 | 2.14 | 2.26 | 2.51 | 2.39 | 2.26 | 2.31 | 2.31 |

**KEY**

| 0+ | 1+ | 2+ | 3+ | 4 |
|---|---|---|---|---|

# Individual Role-Play Report

# Individual Coaching Report

COACHING REPORT

**KRISTIN GAYNOR**
**NORTHEAST - ACADEMIC BOSTON**

## ROLE-PLAY - AVERAGE SCORES

| | Blue A:XGEVA Urologist | Blue B:Neulasta/Vectibix MD Breast | Blue C:Neulasta/Vectibix MD NHL |
|---|---|---|---|
| Individual | 2.20 | 1.45 | 2.10 |
| District | 2.45 | 2.14 | 2.26 |
| National | 2.49 | 2.31 | 2.35 |

## ROLE-PLAY - FEEDBACK

| Blue A:XGEVA Urologist | |
|---|---|
| Overall Strengths | |
| **Blue B:Neulasta/ Vectibix MD Breast** | |
| Overall Strengths | Comprehensive and thorough |
| Developmental Areas | Address me objections with more impact. |
| Comments | Good overall |
| **Blue C:Neulasta/Vectibix MD NHL** | |
| No comments | |

## ROLE-PLAY - STRENGTHS

Items scoring a 3 or 4

| Blue A:XGEVA Urologist | Blue B:Neulasta/Vectibix MD Breast | Blue C:Neulasta/Vectibix MD NHL |
|---|---|---|
| Understands the Old Handles objections Objections Addressed References Purpose | Used Data | Used Data Uses Information |

## ROLE-PLAY - DEVELOPMENT AREAS

Items scoring a 0 or 1

| Blue A:XGEVA Urologist | Blue B:Neulasta/Vectibix MD Breast | Blue C:Neulasta/Vectibix MD NHL |
|---|---|---|
| None | Builds message Handles objections Objections Addressed Compelling Message | None |

COACHING REPORT

## ASSESSMENT - PERCENTAGE CORRECT

| | Blue Assessment |
|---|---|
| Individual | 100.00 |
| District | 86.00 |
| National | 94.87 |

Targeted training based on SalesVillage™ results

Targeted coaching based on SalesVillage™ results

# Live Events

## Answering the Impossible with iPads

# Adding IMPACT to Events and Meetings

- Live surveys
- Pre- / Post-training assessments
- Audience response with live results
- Ask a question, Q&A management
- Audience polling / pulse check
- Course correction





- SalesVillage™
- Interactive general sessions
  - Speaker training / KOL workshops
- Training curriculums

# Driving Performance to the Next Level

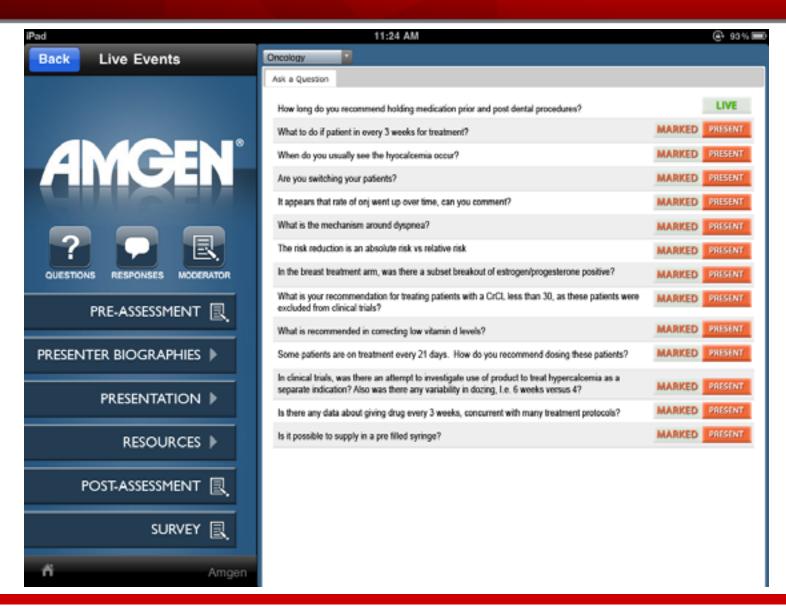## Impact, Attention, Retention, and Results

- Engage Participants through constant interactivity.
- Access immediate results for real-time course correction.
- Collect, review, and respond to audience questions.
- "Green" your meeting with the iPad functionality.

# Speaker Training

# Ask a Question

# Ask a Question – Sample Data Received

- Review questions from the audience as they are received.
- Live on speaker iPad or filtered through a moderator.
- Questions can provide insight to field-based customer concerns and / or objections.

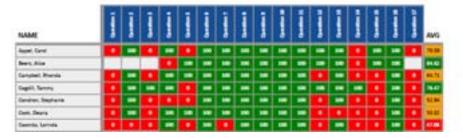| Name | State | City | | | Question |
|---|---|---|---|---|---|
| Lisa | NC | Durham | Nurse | | How long do you recommend holding medication prior and post dental procedures? |
| Deborah | PA | Philadelphia | Nurse | marked | What to do if patient in every 3 weeks for treatment? |
| Jody | AZ | Sedona | Nurse | | When do you usually see the hyocalcemia occur? |
| Kelley | VA | Norton | Nurse | marked | Are you switching your patients? |
| James | PA | Pittsburgh | Pharmacist | | It appears that rate of onj went up over time, can you comment? |
| Angel | OH | Columbus | Pharmacist | asked | What is the mechanism around dyspnea? |
| Gustavo | FL | Inverness | Physician | | In the breast treatment arm, was there a subset breakout of estrogen/progesterone positive and Er/pr negative? |
| Scott | NY | New York | Physician | | The risk reduction is an absolute risk vs relative risk |
| Lisa | NC | Durham | Nurse | asked | What is your recommendation for treating patients with a CrCL less than 30, as these patients were excluded from clinical trials? |
| Ben | CA | Pomona | Physician | | What is recommended in correcting low vitamin d levels? |
| Tate | MS | Jackson | Physician | | In clinical trials, was there an attempt to investigate use of product to treat hypercalcemia as a separate indication? weeks versus 4? |
| Andrea | CT | Westport | Physician | | Some patients are on treatment every 21 days. How do you recommend dosing these patients? |
| Deborah | PA | Philadelphia | Nurse | | Is there any data about giving drug every 3 weeks, concurrent with many treatment protocols? |
| Lisa | NC | Durham | Nurse | | Is it possible to supply in a pre filled syringe? |

By **Audience** Type



By **Individual**



AudienceLink™ provides several options and formats for follow-up to the attendees post-meeting.

# What Do You *Really* Want to Know?

Find out more at:

## Booth 202