



Smart Pharma
Institute of Management

A division of  **Smart Pharma**
Consulting

Professional
training

High Performance
Sales Manager



Program

Smart Pharma Consulting proposes a training for sales managers of pharmaceutical companies wishing to become “High Performers”

Day 1: Recent changes in the environment and implications

- The French healthcare system: national, regional and local (hospitals and other institutions)
- Strategic, tactical and organizational implications for sales forces

Day 2: Sales force performance – Strategy

- Dynamic and individual customer segmentation
- Search for customer preference
- Creating high impact interactions with customers

Day 3: Sales force performance – Organization

- Adapt activities and strengthen skills required
- Define a flexible structure adapted to targeted customers
- Craft procedures to facilitate the cooperation between medical, marketing and sales departments
- Establish a culture of commitment and excellence

Day 4: Best-in-class Leaders & Managers

- Develop and share a vision and values
- Stimulate collaborators passion for their job
- Manage according to the “mutual benefits” principle
- Organize and monitor sales forces activities

Day 5: Specific development of collaborators

- Use methods and tools to improve customers insights
- Analyze performance and set priorities
- Support the crafting of pragmatic action plans
- Improve cross-functional collaboration

Teaching method

Unique method, acclaimed for 27 years:

- Educative challenge (e.g. analytical rigor, relevance of recommendations, structure and quality of presentations)
- Training of participants to problem-solving (based on case studies, enriched by practical exercises)
- Co-animation with experienced professionals from the pharma sector
- Limited number of participants (maximum 15) to favor discussion and optimize supervision

Faculty Director

Jean-Michel PENY – **Président of Smart Pharma Consulting**

- **Pharm. D., MBA HEC, Postgraduate in International Business**
- **7-year experience as General Manager:**
Servier International – Novartis Generics France
- **26-year experience in Strategy and Management consulting for the pharmaceutical sector:**
Bain & Co, Arthur D. Little, AT Kearney, ISO Group/Monitor
- **27-year teaching experience Lecturer:**
 - 1992 – 2014 : **ESCP Europe**
 - 1996 – 2005 : **HEC**
 - Since 2001 : **Pharmaceutical University Paris XI**
 - Since 2002 : **Smart Pharma Institute of Management**
 - Since 2005 : **ESSEC Health Chair**
 - 2006 – 2017 : **Medical University Paris VI**
 - 2007 – 2013 : **ESSEC / Paris V University**
[Training of ~950 executives and ~1,900 students]
- **40 articles published**
- **6 books published since 2008 :**
 - “Pharma Marketing Tool Box” (2 editions)
 - “Le marketing du médicament en question(s)”
 - “Pharma Market Insights & Strategy” (2 editions)
 - “Pharma Companies Strategies – Key facts & Challenges”

Recent publications related to this training¹

- “Be a Smart Manager, not just a good one!”
- “Best-in-class Pharma Field Force Organization”
- “Best-in-class Medical Reps”
- “Best-in-class Hospital KAMs”

Target audience

The program is specifically designed for:

- Regional Managers
- Area Managers
- Network Managers
- Sales Managers

Duration and Organisation of the program

- The training program will be organized in Paris over 5 days (i.e. 35 hours)

Training fees

- The price of the training is set at: **€ 7,500 € (excl. VAT)** per participant including courses, educational materials, facilities rental, snacks and meals

Application conditions

- Fill-in an application form
- Validate the adequacy of candidate expectations with program content, during an interview with the Faculty Director
- Sign a training agreement

For any further information, please contact:

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The application form and the training agreement should be sent to

Smart Pharma *Institute of Management*
1, rue Houdart de Lamotte – 75015 – Paris

¹ Position papers available on our website: www.smart-pharma.com