



# PREPARE FOR LAUNCH

## PRODUCT LAUNCH TRAINING PROGRAMS

Campbell Alliance and Pharmaceutical Institute are an unbeatable combination when it comes to preparing your sales force for product launch and potential global cascade. Our comprehensive programs ensure that your sales team has the knowledge and the skills to drive results from launch onward.

**Campbell Alliance**<sup>®</sup>  
*Management Consultants in Pharmaceuticals and Biotech*



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## **V GLOBAL CASCADE (GLOBAL MARKET ENTRY)**

In Stage V, we help you use the tools and methods used in the first country of launch to cascade training to other countries. A Global Launch Training Toolkit and a Global Train-the-Trainer session are leveraged to ensure quality customization and implementation worldwide.

## **IV POST-LAUNCH (REINFORCEMENT)**

Stage IV of this program focuses on learning reinforcement. Training during this stage leverages distance learning, coaching, and assessments to ensure that knowledge from the training events has effectively been transferred into behaviors in the field.

## **III LAUNCH (LIVE WORKSHOPS)**

In Stage III, live training events are conducted for the sales force to transfer knowledge into action and effectively prepare the team for launch. A manager meeting is conducted to prepare leadership for their role in the training events and the launch itself. Certification also occurs in this stage.

## **II COUNTDOWN TO LAUNCH (DISTANCE LEARNING)**

During Stage II, the sales force acquires knowledge from a clinical and selling perspective on the new product. Throughout this stage, there are knowledge checks and a final knowledge certification. Programs may involve distance learning, coaching, and preceptorships.

## **I PLANNING FOR LAUNCH (MACRO DESIGN PLAN)**

Prior to training, we help assess your training needs, define training success, determine how to best measure results, and create a launch program that is specifically designed to meet your needs.

# Maximize Retention and Drive Results.

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For more information, contact Campbell Alliance or the Pharmaceutical Institute.

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