



E-Learning in Sales Force Trainings



Advantages of combined training for Medical Representatives with inclusion of Distant Learning:

- *Better knowledge retention and improved selling behavior in the field*
- *Consistency of delivered information*
- *Better efficiency in terms of time and resource savings*
- *Creation of constant learning environment and facilitation of feedback and interaction*

Distant Learning (or e-learning) of medical representatives is a powerful tool delivering competitive advantage to a company.

High medrep turnover, new products and mini-reorganizations with medrep transfers require prompt and frequent introductory product trainings.

Those trainings require deployment of training department with multiple trainers or involvement of important employees distracting them from their work with external customers. Sometimes Product Manager, Medical Advisor and other employees spend several working days every 3-6 months to train 2-3 newly recruited medical representatives.

Product training is a heavy and necessary part of sales force costs. Only 15% of training budget is spent on Content while 85% is a Travel & Logistics.

The high resource demand is not the only problem of traditional product trainings. Quality and efficiency of traditional medreps training model do not satisfy anymore the modern market requirements.

Quality

Inconsistent messages from different trainers and insufficient motivation

are the main drivers decreasing the quality of medreps product knowledge.

All trainers inevitably interpret the material. In reality it is impossible to control what exactly is delivered to medical representatives.

Distant trainings, in contrast, always deliver the consistent knowledge, exactly as it was planned and in line with agreed strategy.

Distant trainings also minimize the impact of low motivation to learning by utilizing instructional design and supporting “constant learning culture”.

Efficiency

Many Medical Advisors in Russia are former professors from medical institutions and are prone to academic teaching. Teaching medical student is not the same as teaching medical representative. Excessive and complex information not only steels the space from the knowledge really important in the field, it also decreases motivation.

Training materials and questions for the tests are often prepared by the same internal trainers and do not include recent achievements available to e-learning professionals. As a result the training and knowledge test-



Advantages of Distant Learning for introductory trainings

•Distant learning is complementary with traditional class-room trainings and makes them more productive

•New medreps are trained promptly after hire without time spent away from selling activities

•No need to engage own key employees into frequent introductory training events

ing irritate medreps and do not stimulate absorption of really important knowledge and modification of selling behaviour in the field.

Companies who are more efficient in delivery of their messages to prescribers and decision makers through their sales force get the competitive advantage.

The proper training of sales force is a key success factor in this race.

The market leaders now depart from traditional twice a year training events and implement blended models with growing distant learning component.

The model combining distant and class-room training has the following advantages:

Better quality of medrep preparation.

It is proved by a large research conducted by the Irvine Graduate School of Management.

The result of the study showed that individuals participating in e-learning not only demonstrated better knowledge retention but were performing significantly better than those taught in a traditional classroom.

Efficiency and cost-savings

• For large groups such as sales reps, the per-person cost of online training is dramatically lower than traditional methods.

• E-learning materials reach more people in a shorter period of time and allow to get highly trained people in the field as quickly as possible and to minimize time spent away from selling activities.

• Until introductory training event happens medreps are in the field without formal product training.

• The work of unprepared representative can last several months. The distant training not only eliminates insufficiently prepared new medreps in front of the prescribers, it also guarantees that mandatory class-room training when it happens will be more efficient.

• Distant trainings decrease the working time of key employees consumed for training conduction and preparation and the total costs incurred from related travel, hotels, and meals.

The frequent up-date of new information about own and competing products create the need in efficient delivery of relevant information and in constant learning environment for sales people.

E-learning system with highly sophisticated and engaging content that can be quickly disseminated and absorbed is a best solution in a highly competitive pharmaceutical market.

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