



Account Management Perspective:

Driving a Cohesive Strategy for Product
Launch Implementation



Jun
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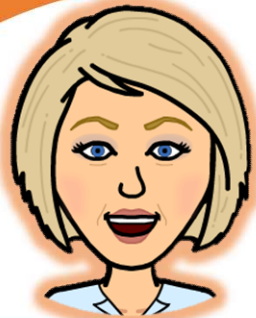
Jennie Coughlin
&
Heather Katz

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Introductions

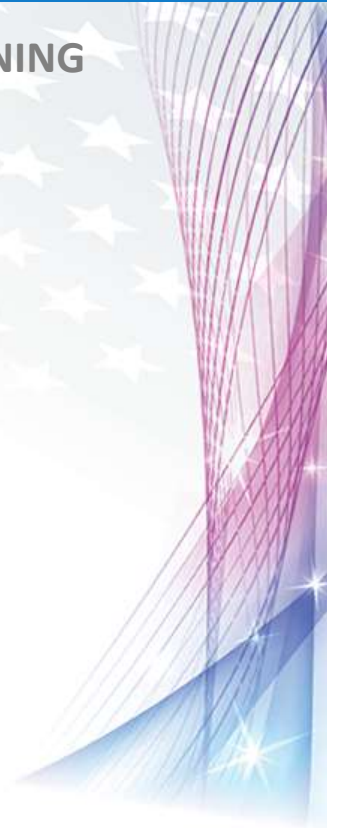
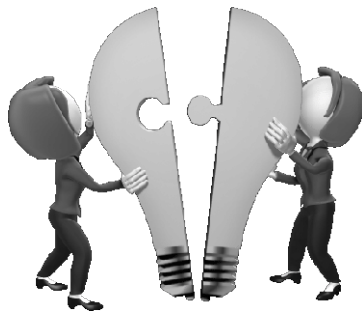
BAYER TRAINING



JENNIE COUGHLIN



HEATHER KATZ





What are the Roles Account Managers play during a product launch meeting?

DISCUSSION

- What does the training look like for Account Managers (AMs) for a product launch?
- What do they (AMs) do at launch—role/responsibility?



Track your company's stock price

WRONG

FIRST CHOICE

A

Sit in the back of general sessions to never be seen again until dinner

WRONG

SECOND CHOICE

B

Follow the sales representative track

WRONG

THIRD CHOICE

C

They have their own, customized track aligned to their business and overall Brand strategy

CORRECT

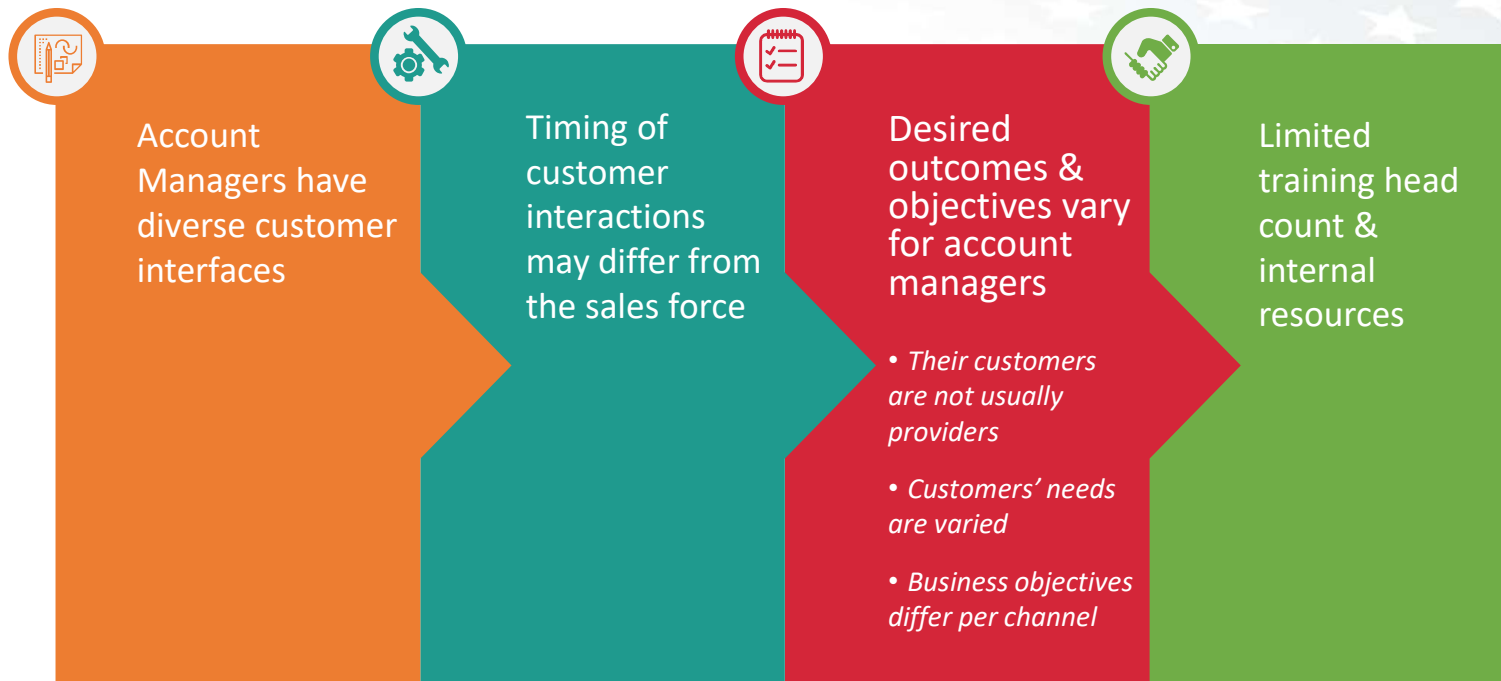
FOURTH CHOICE

D

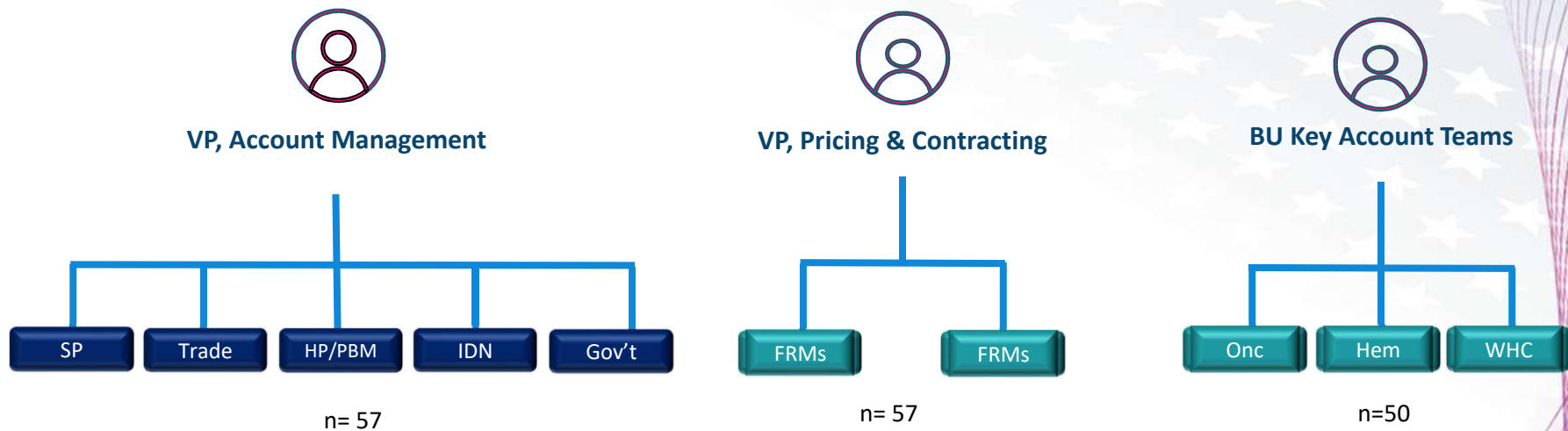


Is a Tailored Approach Possible?

CHALLENGES

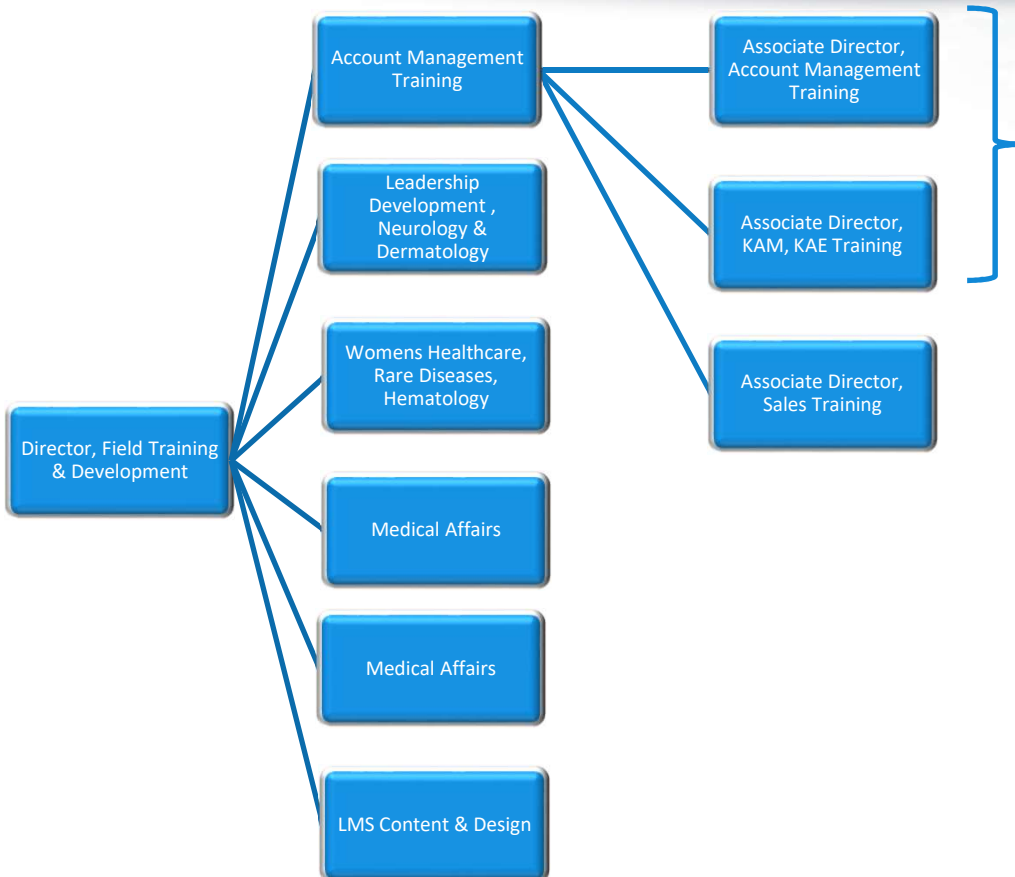


Bayer's Market Access Field-based Teams Organizational Structure



5 Separate Channels, 2 FRM Teams and 3 Key Account Teams aligned to specific Business Units/Therapeutic Areas; Channel Teams represent our portfolio & FRM Teams are aligned to Business Units

Bayer's Sales Training Teams Organizational Structure



Responsible for:

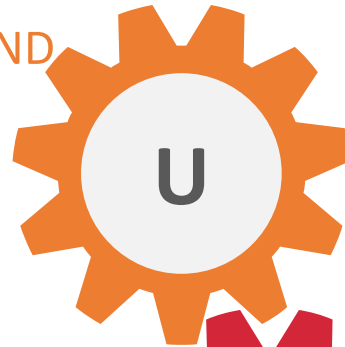
- Account Management Skills training
 - Account Management
 - Negotiations
 - Strategic Thinking
 - Executive Presence
 - Executive Engagement
 - Influence
 - Influence Mapping
- POA Workshops specific to skills/knowledge
- Additional Managed Markets training
- Landscape Knowledge

It is Possible...with collaboration



UNDERSTAND

Understand the overarching brand strategy



EVALUATE

Evaluate and determine the launch function and customer interaction of each Account Management Channel



DETERMINE

Determine how to customize brand strategy & resources for each channel at the appropriate point in the launch timeline



SOCIALIZE

Socialize plans with cross-functional partners and leadership

How Do You Implement a cohesive strategy for product launch implementation?

CUSTOMIZE

Understand the overall brand strategy & determine how to customize for each channel.



Strategy
Brand Strategy



STRATEGY



AM Objectives

Account Management
Channel Objectives



AM OBJECTIVES



CHANNEL MARKETING

Channel Marketing Objectives



CHANNEL MARKETING



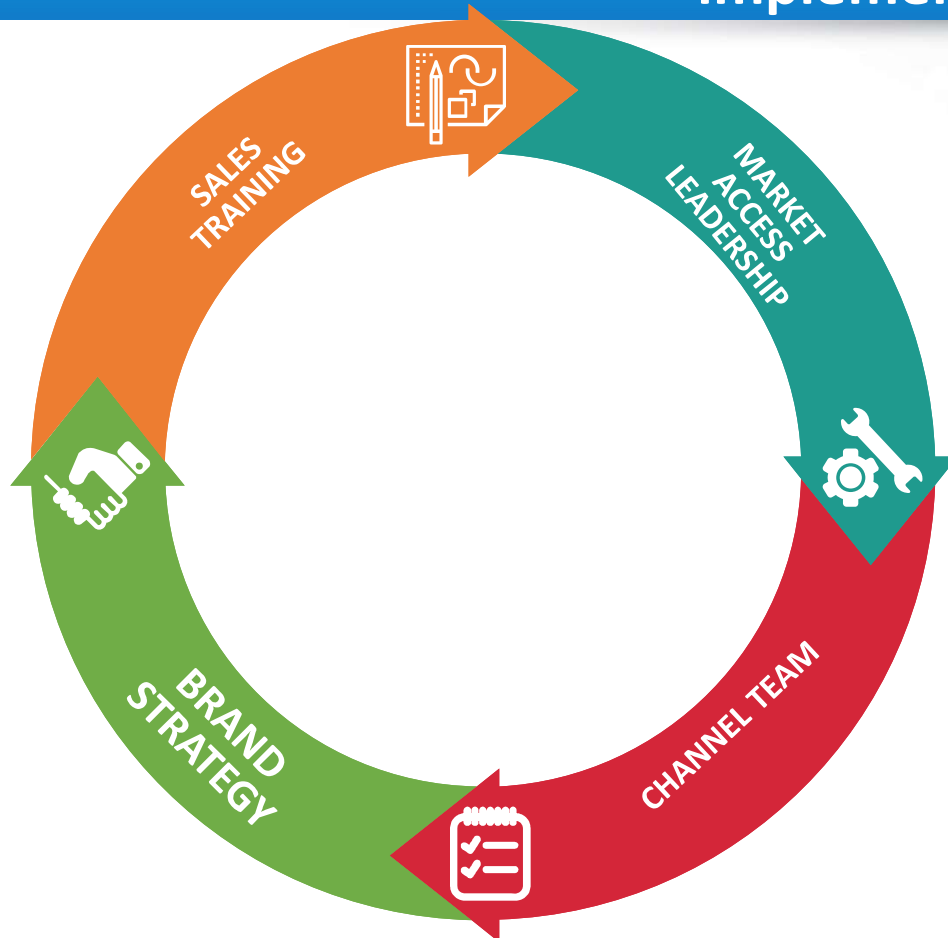
Customize

Customized Channel Strategy



CUSTOMIZE

How Do You Implement a cohesive strategy for product launch implementation?



Understand the overall brand strategy & determine how to customize for each channel.



SALES
TRAINING



MARKET
ACCESS
LEADERSHIP



CHANNEL
TEAM

Align all invested Market Access Teams

- Ensure all aligned teams with objectives and determine key stakeholders
- Account Management training
- VP Contracting & Pricing Team
- VP Marketing Managers
- Sales Ops from marketing partners on app
- VP Account Management
- Proactively communicate

- Determine key stakeholders
- Determine the specific training ask
- Competing priorities and focus can cause difficulty
- Involve who does the job early
- Identify channel marketing launch owner for each specific
- Consider all marketing activities
- Account management channel leadership
- Identify field representatives from each channel
- BU leadership team
- Determine key partners
- Channel Marketing leadership
- Clearly communicate deliverables & timelines with partners
- Determine key partners
- Clearly communicate deliverables & timelines with partners

How Do You Implement a cohesive strategy for product launch implementation?

Market Access Training



Attendees
Workshops
Logistics
Overlap



Brand Training

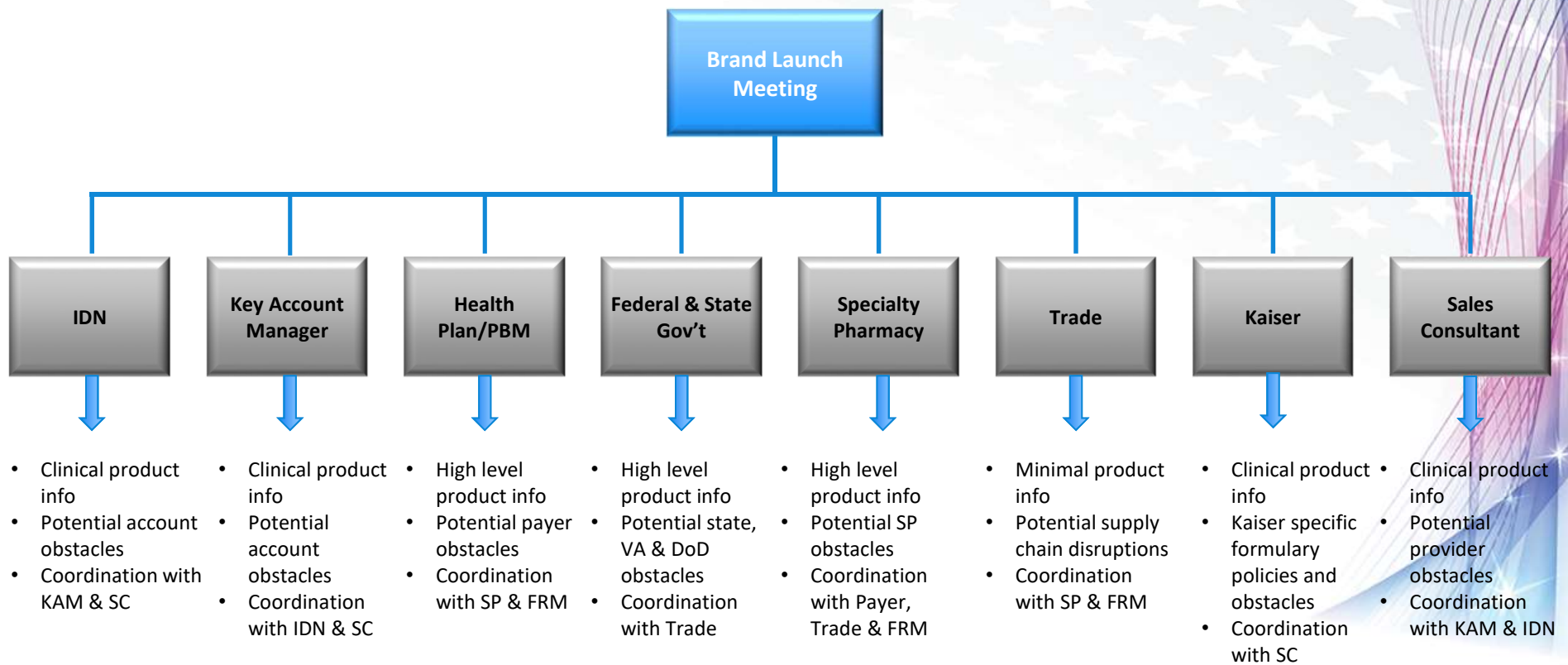


Attendees
Workshops
Logistics
Overlap

Focus Areas for Brand Training Alignment

- Training Workshop Objectives
- How are they alike? Different?
- Potential for audience overlap
- Logistical questions & potential obstacles
- Training tools & resources

How Do You Implement a cohesive strategy for product launch implementation?





EXECUTION

Cohesively executed launch plan

EXCELLENCE

Excellence in execution

- Sales results are above budget & significantly outpacing comparable launches
- Nearly universal coverage for Commercial and Managed Medicaid lives



EXECUTION

What were the results?

SURVEY

EXCELLENCE

BUY-IN

BUY-IN



Buy-in from all levels of leadership in all involved Business Units



SURVEY

Strongest ever survey results

Questions?

