



Technology alone can't launch a product.
Ready people do.

Bridging the crossroads of innovation and humanity.



BIOLIANCE · LIFE SCIENCE PARTNERS

Sales Training White Paper

Building a launch-ready commercial team through a structured, technology-enabled two-phase readiness program.

Commercial Readiness & Field Enablement

Training Reference

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About Bioliance

An integrated consortium of experienced healthcare experts delivering technology-driven commercialization solutions to emerging and small life-science companies.

MISSION

Deliver high-end business services to life-science companies in a spirit of collaboration, innovation, and partnership.

VISION

To be your trusted service partner, providing innovative solutions that lead to transformative outcomes.

THE BIOLIANCE WAY — CORE VALUES

Collaboration

Diverse perspectives combined to achieve more than any one of us could alone.

Agility

Adapting quickly with flexible solutions in a fast-paced industry.

Innovation

Continuously seeking new ideas and value-added solutions for clients.

Dependability

Consistent, high-quality results driven by personal accountability.

Community

A supportive, inclusive environment united by shared goals.

Respect

Every voice heard, valued, and treated with kindness and support.

Founded 2024 · Pharma, Biotech & Medical Device · A wide spectrum of commercialization offerings · Focused on emerging and small life-science companies

Bioliance Capabilities

A wide spectrum of technology-enabled commercialization services — the integrated toolkit Bioliance brings to every launch partnership.

01

Rolling CSO

A smarter contract sales model — roll reps in as territories become ready or profitable, aligning cost with value and risk with readiness.

02

Virtual Sales

Trained, science-literate representatives reaching more prescribers with compliant, scripted messaging — AI-powered by Cingo Pulse CRM.

03

Talent Solutions

Full-service commercial staffing that places high-performing sales and commercial talent across life sciences.

04

Cingo.AI

AI-powered sales optimization that drives performance through every stage of commercialization.

05

Launch Readiness

Seasoned commercial executives who have commercialized hundreds of products in the US.

06

Compliance & Legal

Compliant commercialization support that keeps product launches seamless and audit-ready.

Sales Training Plan - Summary

AT A GLANCE

A structured, **technology-enabled training program** built to make our sales teams launch-ready.

Phase 1 builds HCP engagement readiness — disease state, product knowledge, CVA messaging, and the ability to secure HCP discussions.

Phase 2 (post-onboarding) shifts to case readiness for first engagements.

TIMELINE

Phase 1 Training

Begins with Home Study Training

TRAINING DELIVERY

Home Study + Live Workshop

Structured modules, virtual touchpoints, and one in-person week

CERTIFICATION

Product Knowledge

Messaging

Readiness Re-Check

Sales Training Approach

PHASE 1

HCP Engagement Readiness

Onboarding → Case Readiness

BY END OF PHASE, SALES REPS WILL:

- Demonstrate command of disease state & treatment landscape
- Articulate product positioning and clinical value
- Deliver core CVA messaging with confidence
- Engage HCPs to secure productive discussions

PHASE 2

Account Readiness

· Surgical case preparation

PHASE 2 FOCUS AREAS:

- Account protocols and workflow
- Procedural support and in-case engagement
- Advanced clinical and technical scenarios
- Account-level pull-through post-formulary win

Sequencing training aligns sales representative readiness with peak HCP engagement and accelerates execution.

Phase 1: Goals & Outcomes

Sales representatives ready to engage HCPs with clinical credibility and a clear pathway to secure P&T discussions.

DISEASE STATE

Clinical Fluency

Anatomy, patient journey, current treatment landscape, and unmet need positioning.

PRODUCT

Command

Mechanism, Clinical trial data, FDA designations, and clinical differentiation vs. other treatments.

MESSAGING

CVA Delivery

Confident, compliant delivery of core value-add messaging; certified through Phase 1 Messaging Certification.

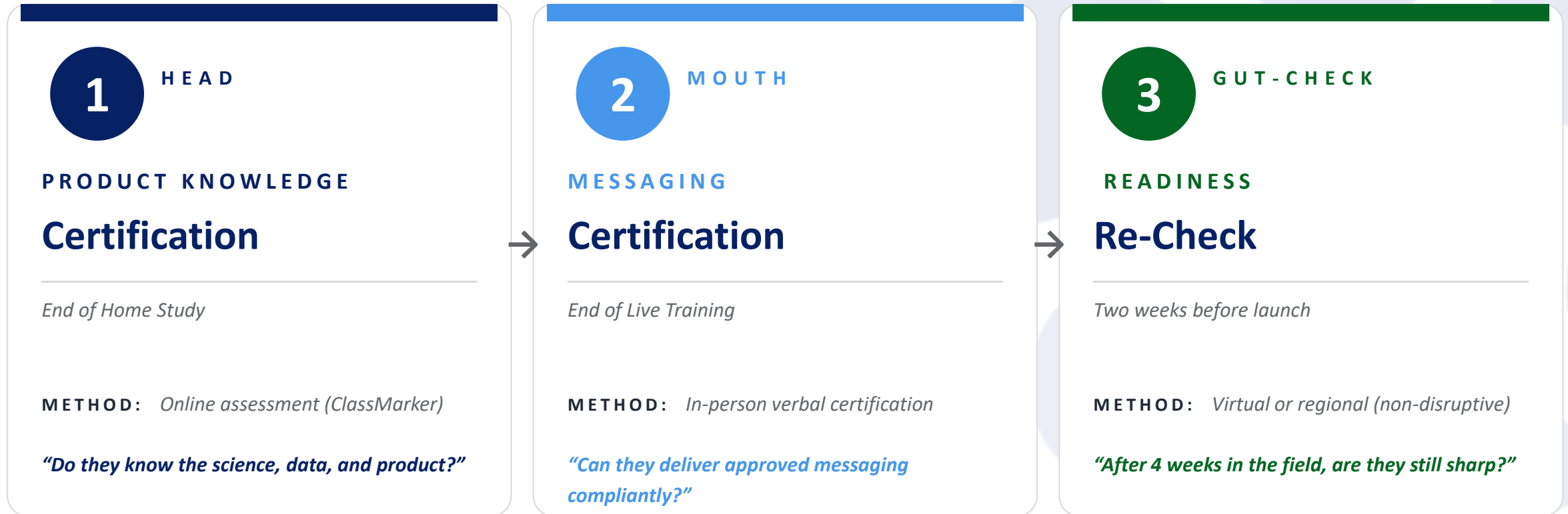
ENGAGEMENT

P&T Pathway

Engage Stakeholders, ID specialists, and pharmacy stakeholders to secure P&T review discussions.

Phase 1 – Certification Framework

Ensure the team is ready — in knowledge, message, and execution — by AAHKS.



Each gate tests a different capability — what they know, what they say, and whether it holds up after 4 weeks in the field.

Phase 1 – Training Components

A structured training infrastructure across four integrated workstreams.

01

Module Development

- Module 1 — Anatomy & Physiology, ID
- Module 2 — Current Therapies / Patient Journey
- Module 3 — Product Overview
- Research, references, manuscripts, graphics, MLR routing

02

Home Study

- Self-paced agenda across all 3 modules
- Virtual touchpoints — 1 per module
- Product Knowledge Certification (ClassMarker)
- Facilitated virtual sessions

03

Live Training

- Live meeting agenda & facilitation
- Compliance Training etc.
- Product positioning & P&T focus
- Phase 1 Messaging Certification

04

Project Management

- Commercial Readiness Task Force
- Weekly status meetings
- Live meeting planning & coordination
- End-to-end execution oversight

All materials developed in line with MLR processes; reusable assets support future onboarding, turnover, and Phase 2 buildout.

PHASE 1 — ROAD TO LAUNCH - Example

FINISH LINE: COMMERCIAL LAUNCH



UNIFIED TRAINING: Entire team trained together in a single unified Live Training Week. Product Knowledge Certification is the requirement before Live Training Week.

Phase 1 – Live Training

Live Sales Training Week · *Full sales team trained together*

BEFORE LIVE TRAINING

Home Study Complete · Modules 1–3 +
Product Knowledge Certification



LIVE TRAINING WEEK

Full team in-person · Location TBD

MONDAY

DAY 1

Travel + Kickoff Dinner

- Sales team arrives
- Welcome dinner
- Leadership remarks
- Set the launch context

TUESDAY

DAY 2

Disease State + Product

- Disease state deep dive
- Treatment landscape
- Product positioning
- Trial data review

WEDNESDAY

DAY 3

Selling Skills + P&T Focus

- CVA messaging workshop
- P&T pursuit playbook
- HCP engagement role-plays
- Objection handling

THURSDAY

DAY 4

Certification + Send-off

- Messaging Certification
- Field activation planning
- Q&A with leadership
- Travel home PM

PREREQUISITE: All sales representatives complete Home Study and pass Product Knowledge Certification before arrival.

Partnering for Launch Success

A structured, certified training program — delivered with Bioliance — that turns a new sales team into a launch-ready field force.

Readiness is built, not assumed. A disciplined, milestone-driven program — backed by Bioliance's commercialization expertise — ensures every account manager is credible, compliant, and ready to engage before the first case.

Structured

Two phases move the team from HCP engagement readiness to surgical case readiness.

Certified

Three gates verify what reps know, what they say, and whether it holds up in the field.

Field-Ready

Reps are prepared to secure P&T discussions and support first surgical cases.

Bioliance Life Science Partners · Learn more at bioliance.com

