

## Overview

LaunchBox Global Inc. helps client organizations drive profitability through people. A partnership that represents 45 years of collective industry and human capital expertise, it is our fundamental belief that if an organization has the right people in the right roles, equips them with the specific skills they require for performance, and creates an environment with the optimal structures and processes to support them, it will ultimately be positioned to achieve sustainable success through top line sales growth and bottom line profitability.

Our Learning & Development practice is built on a rich foundation of experience reaching across all platforms (blended: classroom [design and facilitation], self-directed learning: paper-based and eLearning) encompassing the critical disciplines of selling, sales management, coaching and leadership, territory management, and product knowledge.

We believe that for any learning to be effective, we must first define performance objectives aligned to strategic goals, and provide learning interventions that prepare the learner to succeed against real-world expectations.

Specializing in customized medical product and disease knowledge training, and the development of pharmaceutical sales and medical affairs groups, we consider ourselves “content people” – our approach begins with an audit of your existing tools, content, and practices, and identification of the gaps before we recommend any new development. Our training interventions are similarly designed to ensure alignment with your internal policies, practices and platforms.



***At LaunchBox Global, we use the core practice area of Learning & Development to drive profitability with a singular client focus, results-orientation, and accountability to deliver.***

## What Sets Us Apart

- **Proven process** – Our approach ensures that quality deliverables are achieved *on time and within budget*
- **Reuse /repurpose of existing content** – We don't simply throw out the old with the new. Our approach involves assessing those programs, content/materials, and practices that are currently working well within your organization and only recommend revising / developing for those areas that where gaps exist or improvements can be made
- **Custom development** – everything is built for your organization and to meet the specific needs of your unique audience groups. There is no “off the shelf” program – your specific program would be built from the ground up and would only be delivered within your organization.
- **All programs and materials owned by you** – There is no licensing or any additional rights or permissions required with any training we develop. We provide you with all original source files in an editable format so you can maintain and revise materials going forward
- **Competitive pricing** – We follow a consistent process ensuring that quoted project costs are competitive with other Suppliers in the industry and we are pleased to present reasonable and competitive pricing options
- **Content and learner-experience focus** – Our focus on the needs of the learner drives all development (e.g., winners of the 2011 CSTD Gold Award for Training Excellence in the Blended Learning category)



### The Experience

Sophisticated processes of a large consulting firm  
with the flexibility, dedication and client focus of a  
boutique firm

## Professional Expertise

Our professional portfolio of experience and expertise includes customized project work conducted in the following areas:

- Sales Force Effectiveness
  - Selling Frameworks
  - Specialty Sales
  - Hospital Selling
  - Account Management
  - Territory Management
  - Private Payer/Market Access/Reimbursement
  - Allied Health/Pharmacy Selling
  - Evidence Based Selling
- Leadership Development:
  - Coaching Frameworks
  - Sales Management Development
  - Regional Sales Effectiveness
  - Leadership Summits
  - First 90 Days
- Competency Frameworks (role-based and organizational)
- Curriculum Development (developmental Roadmaps)
- Onboarding Programs
- Measurement: Reaction, Knowledge, Behavioural, Results, ROI
- Product Knowledge
- Corporate Compliance
- Technology Training
  - CRM / SAP / ERP application
  - Contact Management System
- General Professional Development
  - Presentation Skills
  - Personal Branding
  - Influencing
  - Negotiation
  - Managing Change
  - DiSC Behavioural Profiling
- Talent Management and Career Pathing