



CUSTOMER *ready*



Learning Suite

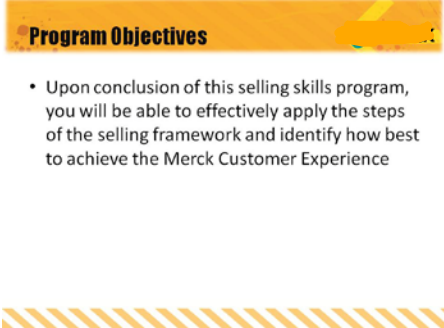
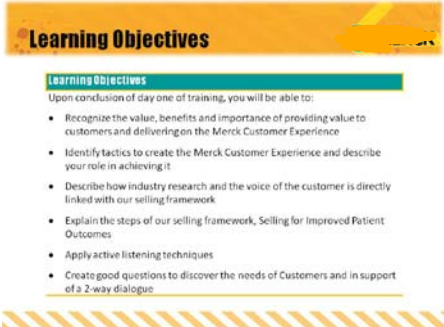
Selling Skills – Phase I



Facilitator's Guide for Day One



## Day One Agenda-at-a-Glance

	Topic/Activity	
<b>A.M.</b>	8:30am – 9:00am	<b>Welcome</b>
	9:00am – 9:30am	<b>Video Skills Practice</b>
	<b>BREAK</b>	
	9:45am – 10:45am	<b>Video Skills Practice (continued)</b>
	10:45am – 11:45am	<b>Customer Experience</b>
<b>LUNCH</b>		
<b>P.M.</b>	12:30pm – 12:40pm	<b>Customer Experience (continued)</b>
	12:40pm – 1:00pm	<b>Selling Framework</b>
	1:00pm – 1:30pm	<b>Introduction to Core Skills</b>
	1:30pm – 1:40pm	<b>2-Way Dialogue</b>
	1:40pm – 2:00pm	<b>Listening</b>
	<b>BREAK</b>	
	2:00pm – 4:10pm	<b>Listening (continued)</b>
	4:10pm – 4:30pm	<b>Introduction to Questioning</b>

Welcome			Timing	8:30am
Time	Title	Content	Slide	
	Note to Facilitator	<ul style="list-style-type: none"> <li>• Prior to coming to the session, place a small prize in a box and elaborately gift wrap the box with ribbons, bows and coloured-paper</li> <li>• Bring the package with you to the session and place somewhere prominently in the room in preparation for the session on “Activating Curiosity”</li> <li>• If anyone asks you what is in the package, simply shrug your shoulders and smile, look away, but don’t explain</li> <li>• Take note of any participants who, throughout the training, study the box, pick it up, shake it etc</li> </ul>		
5 minutes	Welcome	<p><i>Welcome, everyone, to the “Selling for Improved Patient Outcomes” Program!</i></p> <p><i>As you know, you were selected for this position because you have the talent, passion, intelligence, and enthusiasm that Sales Representatives require.</i></p> <p><i>We’re going to build on your existing skills and talents throughout this Phase I selling skills training program and prepare you to get out in the field and begin conducting effective sales dialogues with your customers.</i></p> <ul style="list-style-type: none"> <li>• Introduce yourself to participants, as appropriate</li> </ul> <p><i>Over the course of this four-day program, we’ll conduct a series of discussions, and Skills Practices that focus on our proprietary selling framework, founded on proven industry best practices: the Selling for Improved Patient Outcomes framework.</i></p> <p><i>Keep in mind that this program is considered Phase I, and you will have the opportunity to come back again for more advanced Phase II training.</i></p>		

Welcome			Timing	8:35am
Time	Title	Content	Slide	
5 minutes	Program Objectives	<ul style="list-style-type: none"> <li>Review the overall Program Objectives</li> </ul>	 <p><b>Program Objectives</b></p> <ul style="list-style-type: none"> <li>Upon conclusion of this selling skills program, you will be able to effectively apply the steps of the selling framework and identify how best to achieve the Merck Customer Experience</li> </ul>	
	Learning Objectives	<ul style="list-style-type: none"> <li>Review the Learning Objectives for Day One</li> <li>Ask participants if they have any questions and address as required</li> </ul>	 <p><b>Learning Objectives</b></p> <p>Upon conclusion of day one of training, you will be able to:</p> <ul style="list-style-type: none"> <li>Recognize the value, benefits and importance of providing value to customers and delivering on the Merck Customer Experience</li> <li>Identify tactics to create the Merck Customer Experience and describe your role in achieving it</li> <li>Describe how industry research and the voice of the customer is directly linked with our selling framework</li> <li>Explain the steps of our selling framework, Selling for Improved Patient Outcomes</li> <li>Apply active listening techniques</li> <li>Create good questions to discover the needs of Customers and in support of a 2-way dialogue</li> </ul>	

Welcome			Timing	8:45am
Time	Title	Content	Slide	
	Ground Rules	<p><i>Now, we're all in this together, so let's generate a list of ground rules to ensure we all get the most out of our time together and maximize the learning opportunity.</i></p> <ul style="list-style-type: none"> <li>• Invite participants to share their ground rules</li> <li>• Flipchart responses</li> <li>• Sample responses: <ul style="list-style-type: none"> <li>○ Arrive at sessions on time</li> <li>○ Phones turned off</li> <li>○ Share the air: make sure you hear everyone's ideas</li> <li>○ Respect the perspective of others</li> <li>○ Get involved, ask questions</li> </ul> </li> </ul>	 <p><b>Ground Rules</b></p> <p>• To help make this a great environment for learning and sharing best practices, we agree to...</p>	
	Note to Facilitator	<ul style="list-style-type: none"> <li>• There are two options for an icebreaker; select the one you feel is most appropriate for your group and for the size of your group</li> <li>• Slides for each icebreaker are included in the deck – you will need to remove the one that is not applicable</li> </ul>		

Video Skills Practice			Timing	9:00am
Time	Title	Content	Slide	
	<b>Bridge</b>	<p><i>Okay, thanks everyone! I'd like to now move on to introduce an activity that will help you focus your learning for the remainder of training: the Baseline Video Skill Practice.</i></p> <p><i>These Skill Practices provide a high-level assessment of baseline selling skills as they align to the selling framework, to help identify your strengths as well as potential areas for further development.</i></p>		
105 minutes (includes 15 minute break)	<b>Video Skills Practice - Baseline</b>	<ul style="list-style-type: none"> <li>Explain: <ul style="list-style-type: none"> <li>The Video Skills Practice Baseline objectives and process</li> <li>The purpose is to provide a high-level assessment of each participant's ability to apply the selling framework at the start of training, with an emphasis on using their product's sales aids and a key clinical reprint</li> <li>Videotapes are confidential and are used only for the purposes of allowing participants to gauge their own selling skills and progress</li> <li>A short feedback session will occur immediately after each Skills Practice</li> <li>The final assessment will similarly be videotaped</li> <li>Participants must hold on to their completed feedback forms as they will be used again on the final day of training for the final assessment</li> </ul> </li> </ul>	<div> <b>Baseline Video Skills Practice</b> <p>People who are determined to reach their goals, such as athletes, use videotaping.</p> <p>They assess and perfect their behaviours to be able to climb to higher levels of performance.</p>  </div> <div> <b>Video Skill Practice Objectives</b> <ul style="list-style-type: none"> <li>To provide a baseline assessment of the "Selling for Improved Patient Outcomes" framework</li> <li>Opportunity to identify where we are in terms of verbal and non-verbal communication skills</li> <li>To measure your improvement</li> <li>Confidently deliver consistent messages with a strategic approach</li> </ul> <div> <b>Safe Environment Reminder</b> <ul style="list-style-type: none"> <li>This is a safe, non-threatening environment!</li> <li>You leave with the DVD!</li> <li>This is strictly for you to get better – no other reason!</li> </ul> </div> </div>	