Sales & Business Development

Programs for client facing sales professionals

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These Learning & Development offerings are categorized in areas that will help you better align resources with your learning needs. Use the titles below as hyperlinks to drill into more about each program or use the page number provided.

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Sales & Business Development live (virtual and instructor-led) programs

Progressing Your Sales Opportunities

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Program Overview	Business & Learning Objectives
• This massive open online course is for new client facing sales and services employees, or client facing sales and services employees with less than 2 years experience, directly responsible for business development. The program provides an innovative, fast-paced, engaging approach to building key sales capabilities by hands-on practice in developing and qualifying your sales opportunities. English fluency is essential • Recommended to be completed within 6-months of joining (or anytime for existing sales employees) *Duration: 8-10 hrs total; 1-2 hrs per week for 8 weeks*	✓ Increase win rate and deal size by better planning and prioritizing opportunities ✓ Create and shape your client needs more efficiently ✓ Collaborate and team for added value and insight ✓ Achieve consistency in managing and tracking your opportunities

Consultative Selling Skills

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Program Overview	Business & Learning Objectives
• Using our sales process as a framework, the program builds value-driven selling skills through business-specific role play scenarios and other highly interactive exercises in which participants enact meetings with clients to uncover their business needs and articulate the value of our offerings. This program focuses on teaching participants how to ask effective questions that get clients to clearly articulate their needs, uncover compelling reasons to act, present solutions that appeal to buying motives, and how to handle objections. • Recommended for employees with at least 6 months of sales experience *Duration: 20 minutes of pre-work and 2 days of classroom time*	✓ Rapidly establish trust to explore the client situation ✓ Uncover client pressing business needs focusing on the early stages of the sales process (identify, qualify, develop) ✓ Learn and practice the skills to gain broader and deeper client insight ✓ Improve qualification skills ✓ Clearly articulate proposal themes which indentifies our business value to meet the client's needs ✓ Apply strategies for overcoming client objections

Discovering Client Needs

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Program Overview	Business & Learning Objectives
• This program is a highly interactive learning experience that focuses on advanced questioning techniques (ex. "Pain & Gain", "Paired & Layered", etc.) that enables participants to transform sales conversations into question-driven dialogs to uncover client needs and business drivers. • Recommended for employees with at least 6 months of sales experience and ideally already familiar with principles taught in Consultative Selling Skills class. *Duration: 40 minutes of pre-work and 2 days of classroom time*	✓ Use a range of questioning techniques to uncover client needs ✓ Know the circumstances and sequences to apply the right questioning techniques ✓ Demonstrate self-awareness and self-mastery in transforming sales conversations into question-driven dialogs ✓ Apply the appropriate techniques successfully, targeting a deliberate outcome ✓ Handle client objections using the 'understand, classify, respond' model

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Negotiation Skills

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Program Overview	Business & Learning Objectives
• This highly interactive foundational program teaches the steps of principled sales negotiations whereby sales people can negotiate agreements that benefit all parties and preserve and enhance the business relationship. The program also focuses best practices of successful negotiators, critical negotiation behaviors, and on handling situations with client procurement professionals. Participants will engage in client-specific negotiation scenarios to practice the skills taught in the program. • Recommended for employees with at least 6 months of sales experience. *Duration: 20 minutes of pre-work and 2 days of classroom time*	✓ Negotiate high-pressure tactics, particularly by procurement teams, without the negotiation breaking down ✓ Includes principled negotiation concepts in account planning and thereby using it earlier in the process to realize untapped potential ✓ Offer clients a wider range of our value propositions, and close more high quality opportunities ✓ Experience fewer stalled or failed sales conversations with clients ✓ Receive improved feedback from clients on the quality of sales interactions ✓ Experience fewer sales situations where price alone is surrendered in response to procurement pressure

Presenting to Clients

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Program Overview	Business & Learning Objectives
• This program is built around the concept that effective presentations must be clear, compelling, and client focused. It focuses on connecting client value with our offerings and solutions and provides participants with the tools and skills needed to create, prepare for, and deliver targeted, high-impact presentations to clients. The workshop is highly interactive and provides you with the opportunity to practice the preparation and delivery of a client presentation. Participants are videotaped and receive constructive feedback. • Recommended for employees with at least 6 months of sales experience *Duration: 20 minutes of pre-work and 2 days of classroom time*	✓ Structure content effectively (define an effective main message, open and close) ✓ Use storyboarding to tell a clear and compelling story ✓ Create a high-impact close ✓ Deliver presentations in a way that engages your audience

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Sales Excellence self-study (e-Learning) programs

Sales Process Overview

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Program Overview	Business & Learning Objectives
• An overview of the QuintilesIMS sales process (legacy IMS). This training will help you understand how our sales process aligns to our clients' buying process. • Our sales process is driven by progressing your sales opportunities. You achieve this by knowing which key activities you need to complete during each stage of our sales process and by updating our CRM for accurate sales forecasting and financial reporting. Consistently following our sales process will enable you to more effectively manage your opportunities as well as provide for deeper client focus; a broader, more strategic sales pipeline; and better alignment within the general QuintilesIMS organization. *Duration: 20 minutes*	✓ Execute the key sales activities at each stage to advance your opportunity ✓ Align your client's buying process to our sales process ✓ Drive individual impact in the early stages of the sales process ✓ Apply rigor in knowing your client's business needs ✓ Consistently enter and update your business opportunities in CRM

Planning Effective Sales Calls

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Program Overview	Business & Learning Objectives
• Utilize call planning as a way to optimize client discussions and have the best possible client interaction *Duration: 20 minutes*	✓ Establish actionable client focused call or meeting objectives ✓ Research to uncover key data ✓ Develop focused questions ✓ Anticipate questions and handle objections

Qualifying Sales Opportunities

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Program Overview	Business & Learning Objectives
• Understand our qualification criteria and demonstrate the use of effective qualification tactics *Duration: 20 minutes*	✓ Identify and address challenges early in the sales process ✓ Select the right opportunities to invest your resources ✓ Abandon non-profitable opportunities ✓ Develop specific qualification questions

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Manager & Leadership development (live virtual / web-based) programs for managers & leaders with direct reports

Management Development MOOC

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Program Overview	Business & Learning Objectives
• This Management Development MOOC (massive open online course) focuses on developing and improving your management skills. This course is a 5 week on-line learning experience for people managers that delivers relevant, engaging, bite-sized content and builds foundational manager skills through guided practice and collaboration with peers and subject matter experts. *Duration: 15 hrs total; 3 hrs per week for 5 weeks* ***For all line managers, legacy IMS GRE 5-6 or legacy Q grade 29-33 with at least two direct reports***	✓ Execute the key sales activities at each stage to advance your opportunity ✓ Knowing your emotional intelligence and being self-aware ✓ Setting performance goals ✓ Giving feedback ✓ Coaching and difficult conversations ✓ Prioritizing and decision-making

Leadership Development MOOC

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Program Overview	Business & Learning Objectives
• Leaders across the globe are encouraged to join a 6-week, interactive online learning experience delivered through our MOOC ((massive open online course) platform. Relevant, engaging, bite-sized content helps build leadership skills through guided practice with peers and experts. *Duration: 18 hrs total; 3 hrs per week for 6 weeks* ***For all legacy IMS GRE 7+ or legacy Q grade 34+ with at least two direct reports***	✓ Being self-aware ✓ Developing people ✓ Anticipating & prioritizing ✓ Decision making ✓ Driving business results ✓ Leading change

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Business Leadership: Manager & Leadership development self-study (eLearning) programs for managers & leaders with direct reports

- You anticipate opportunities and obstacles
- You prioritize, allocate resources and execute
- You make timely decisions and take calculated risks
- You drive business results

Developing Executive Presence

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Program Overview	Business & Learning Objectives
• Learn to project self-confidence, clarity, and credibility even under conditions of stress, pressure, and uncertainty. • In this course, John Ullmen, PhD, a professor from the UCLA Anderson School of Management, shares key research insights and step-by-step methods he uses to coach leaders around the world to develop executive presence. He outlines the four key factors that drive executive presence, and the specific actions that make them work for you. He also explains the difference between "internal" and "external" presence, and how to enhance both to increase your self-assurance and self-possession. He addresses how to do all of this without being fake or feeling inauthentic, and how to be fully present, persistently. *Duration: 85 minutes*	✓ "Myth" vs. "must": What you don't need vs. must have ✓ How to think about yourself, others, and getting things done ✓ Being emotionally proactive ✓ The action patterns of executive presence leaders

Measure Salesforce Effectiveness

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Program Overview	Business & Learning Objectives
• If you don't measure the right things at the right times, you'll miss big opportunities to improve your sales team's performance and you'll lose valuable revenue. • Find out how to manage the effectiveness of your salesforce. Drew Boyd helps you define the sales task, which guides all decisions such as who you hire, how you deploy your team, and how you manage them day-to-day. He then helps you identify and evaluate the components that make for a successful sales strategy: customer base, product/service mix, sales activities, sales support, and sales process. Lastly, he helps you determine the impact you are having on your customer, conduct a win/loss analysis, and evaluate sales deployment. *Duration: 42 minutes*	✓ Defining the sales task ✓ Calling on the right customers with the right products and services ✓ Evaluating your team's sales activities ✓ Measuring outputs of sales: customer satisfaction, wins, losses, etc.

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New Sales Manager Fundamentals

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Program Overview	Business & Learning Objectives
• Transitioning from being a sales professional to managing other sales professionals involves developing a whole new set of competencies. • You need to learn how to coach others, effectively communicate your expectations, and anticipate market changes so you can set up your salespeople for success. Sales trainer and coach Lisa Earle McLeod explains why many salespeople find this transition difficult, and shows how to overcome the challenges that come with this new role. She outlines the basics of sales management, focusing on the issues where new sales managers can get stuck, such as pipeline management, sales skills coaching, helping direct reports with their accounts, and attracting and retaining talent. Lisa provides guidance on how to hold effective meetings and work with other functions—such as marketing, accounting, and product—who are critical to your success. She also shares how to deal with failure and grapple with a challenging market. *Duration: 75 minutes*	✓ Understanding your role ✓ Setting the tone as a sales manager ✓ Managing accounts and the sales pipeline ✓ Managing your talent ✓ Making sales meetings count ✓ Working with other functions ✓ Dealing with failure

Sales Management Fundamentals

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Program Overview	Business & Learning Objectives
• When sales forces are managed well, companies drive more revenue. In this course, marketing professor Drew Boyd explains what sales management is, why it is important, and how you can get the skills you need to become an outstanding sales manager and recruit, train, retain, and manage a high-performing sales team. *Duration: 60 minutes*	✓ Acquiring talent ✓ Motivating your salespeople ✓ Forecasting sales performance ✓ Setting quotas ✓ Evaluating and compensating salespeople

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## Sales Negotiation	Back to Table of Contents
Program Overview	**Business & Learning Objectives**
• Bestselling author and sales coach Lisa Earle McLeod has helped companies like Google and Roche build passionate, purpose-driven sales organizations. • In this course, sales professionals will learn how to negotiate with the best interests of their organization and their customers at heart, by uncovering their own noble purpose. Lisa reveals the surprising truth behind why compromise doesn't work; instead, she explains how to ask questions that reveal information about the buyer—and help you decide when you can negotiate and when you can't. She also identifies common negotiation traps and ways to negotiate that don't just close the sale today, but build longer-term relationships for tomorrow *Duration: 78 minutes*	✓ Negotiating with a noble purpose ✓ Identifying the 3 kinds of sales negotiation ✓ Understand why deals fall apart ✓ Spotting and diffusing negotiation traps ✓ Negotiating via email ✓ Avoiding negotiating sales

## The Managers' Guide to Managing Customer Expectations	**Back to Table of Contents**
Program Overview	**Business & Learning Objectives**
• Customer service expert Jeff Toister helps managers identify what a typical customer expects, where those expectations come from, and where your organization might be vulnerable. • He explains how to perform a marketing and communication audit to find out whether your company's messaging matches what it is delivering. Then learn how to use data (such as surveys and product returns) to identify areas where service is routinely falling short. Last, he helps you uncover opportunities to reinforce appropriate expectations with customers, including response time expectations for various service channels. *Duration: 27 minutes*	✓ Identify situations where you can manage expectations ✓ Understand today's customers ✓ Use data to spot problems ✓ Manage and reinforce expectations

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People Leadership: Manager & Leadership development self-study (eLearning) programs for managers & leaders with direct reports

- You are self-aware and set the example
- You prioritize direct and honest feedback
- You build high-performing teams
- You take responsibility for peoples' development and career progression

Leading with Emotional Intelligence

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Program Overview	Business & Learning Objectives
• Emotions are all around us in the office, and it's important for leaders to understand how to harness them to cultivate productivity and positive relationships. In this course, lynda.com director of learning and development Britt Andreatta shows how to develop emotional intelligence to better lead teams, work with peers, and manage up *Duration: 105 minutes*	✓ Understanding emotional intelligence ✓ Developing self-awareness ✓ Developing self-regulation ✓ Building awareness of others ✓ Building relationships and influence

Having Difficult Conversations

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Program Overview	Business & Learning Objectives
• You are self-aware and set the example Leadership coach and lynda.com director of learning and development Britt Andreatta shares her tips and strategies for having difficult conversations. • In her four-phase model, you'll discover the situations that lead up to difficult conversations, decide when the conversation is warranted, prepare for the interaction, and monitor outcomes to ensure success. Also, learn the secrets of turning difficult conversations into successful interactions that enhance communication and rapport. *Duration: 137 minutes*	✓ Understanding difficult conversations ✓ Managing difficult conversations through the four-phase approach ✓ Receiving a difficult conversation ✓ Facilitating others ✓ Giving performance feedback

Delivering Employee Feedback

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Program Overview	Business & Learning Objectives
• Author Todd Dewett helps you identify ways to give both positive and negative feedback to employees. Learn how to create a culture driven by meaningful feedback and deliver coaching and suggestions to help employees stretch and grow. Discover the keys of helpful feedback, different feedback types, structured conversations, and strategies to refocus difficult employee reactions. *Duration: 67 minutes*	✓ Understanding feedback ✓ Delivering feedback ✓ Addressing common challenges

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Coaching and Developing Employees

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Program Overview	Business & Learning Objectives
• Learn the benefits of developing your team and helping employees build their skills in ways that transform and empower them to do more productive and engaging work. Then discover how to build your own leadership and coaching skills and equip yourself with tools that encourage insight and growth. The course wraps with how you can maintain coaching momentum and address common challenges. *Duration: 65 minutes*	✓ Building your coaching skills ✓ Giving your team tools for growth and development ✓ Creating a high-performance organization

Leading and Working in Teams

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Program Overview	Business & Learning Objectives
• What does it take to create a high-performing team? Harvard Business School professor Amy Edmondson reveals how high performance arises when teams are encouraged to take risks, fail, and learn from those failures. • In this course, she outlines what leaders can do to create the right environment for teaming and explains how to get individual team members to speak up, collaborate, experiment, and reflect. *Duration: 25 minutes*	✓ Difference between teams and teaming ✓ The role of leadership ✓ Understanding risk ✓ Creating safety ✓ Setting compelling goals ✓ Learning from failure ✓ Reaching across boundaries

Sales Coaching

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Program Overview	Business & Learning Objectives
• There's a difference between managing a salesperson and coaching them, and failing to understand this difference can actually be counterproductive. Sales coach and trainer Lisa Earle McLeod outlines the three elements of sales coaching—observation, customer impact analysis, and feedback—and explains what you need to do at each stage to achieve the results you want. • To demonstrate, she highlights the difference between a coaching call, a demonstration call, and a joint call, and explains what circumstances necessitate each type. She outlines the distinct role a coach plays in developing skills, and shares how to decide who to coach and who not to coach, and how coaching might require losing a sale. Lisa also highlights critical coaching moments—such as difficult sales calls or after a loss or a big win—and role-plays some typical coaching situations to illustrate common hurdles and challenges. *Duration: 88 minutes*	✓ What coaching is and is not ✓ Planning for a call ✓ Dealing with a difficult call ✓ Debriefing after a win or loss ✓ Positioning yourself with a client ✓ Dealing with difficult clients ✓ Creating winning presentations and bids ✓ Dealing with a stalled sales process

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Sales & Business Development eLearning courses - Client Focus: Communication with Clients

- You communicate with clarity, concision and precision
- You are direct, candid and constructive
- You demonstrate presence and professionalism

Business Storytelling

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Program Overview	Business & Learning Objectives
• Storytelling can help you communicate with customers and clients, market your ideas, and solve problems. It's also a great way to take projects from concept to launch. • In this course, author and story consultant C.C. Chapman walks you through his storytelling strategies, including identifying your audience, brainstorming, nailing down details, and turning your story into a reality *Duration: 16 minutes*	✓ Clearly define your goals ✓ Profile your ideal audience ✓ Nail down the details ✓ Plan the strategy ✓ Review & evaluate ✓ Good examples & resources

Communicating with Confidence

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Program Overview	Business & Learning Objectives
• Most people are afraid of speaking in public, but effective oral communication is a key skill in business. Jeff Ansell provides simple communication tools, strategies, and tips that are easy to use and produce immediate results. He'll help you sound more confident, use body and language to better express ideas, and overcome anxiety. In the last chapter of the course, all these concepts are brought together in real-world exercises. *Duration: 90 minutes*	✓ Organizing your thoughts ✓ Speaking slowly, naturally and confidently ✓ Breathing properly ✓ Using your body to reinforce expressions ✓ Handling nervousness ✓ Integrating voice modulation, eye contact, and hand gestures into a powerful and engaging communications style

Developing Executive Presence

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Program Overview	Business & Learning Objectives
• John Ullmen, PhD, a professor from the UCLA Anderson School of Management, shares key research insights and step-by-step methods he uses to coach leaders around the world to develop executive presence. • He outlines the four key factors that drive executive presence, and the specific actions that make them work for you. He also explains the difference between "internal" and "external" presence, and how to enhance both to increase your self-assurance and self-possession. He addresses how to do all of this without being fake or feeling inauthentic, and how to be fully present, persistently. *Duration: 85 minutes*	✓ "Myth" vs. "must": What you don't need vs. must have ✓ How to think about yourself, others, and getting things done ✓ Being emotionally proactive ✓ The action patterns of executive presence leaders

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Effective Listening

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Program Overview	Business & Learning Objectives
• Listening is a critical competency, whether you are interviewing for your first job or leading a Fortune 500 company. Surprisingly, relatively few of us have ever had any formal training in how to listen effectively. • In this course, communications experts show how to assess your current listening skills, understand the challenges to effective listening (such as distractions!), and develop the behaviours that allow you to become a better listener—and a better colleague, mentor, and friend. *Duration: 70 minutes*	✓ Recalling details ✓ Empathizing ✓ Avoiding distractions and the feeling of being overwhelmed ✓ Clarifying your role ✓ Using attentive nonverbal cues ✓ Paraphrasing what was said ✓ Matching emotions and mirroring

Giving Your Elevator Pitch

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Program Overview	Business & Learning Objectives
• It's important to make a good impression in just the first few minutes you spend with potential mentors, clients, or even friends. • In this short course, author and business coach Dr. Todd Dewett explains how to tell others what you do and make a memorable impression in a short period of time with a personal "elevator pitch." Maximize your connection in a minimal amount of time, and start making valuable additions to your network from the get-go. *Duration: 13 minutes*	✓ Making an initial connection ✓ Structuring your pitch ✓ Making your pitch stick

Influencing Others

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Program Overview	Business & Learning Objectives
• Ever had trouble persuading someone to do something, even if it was in their best interest? Sometimes people don't budge, but thankfully you have more than rewards and penalties at your disposal. • John Ullmen explains how to influence others when you're at the "pivot point of influence," by applying 18 scientifically confirmed methods. Whether you're influencing at work or at home, you'll learn what the best influencers do before they influence, and see how to choose the best steps for your situation, and have people want to be influenced by you. *Duration: 80 minutes*	✓ Turning objections into actions ✓ Adding more impact to your ideas ✓ Establishing urgency ✓ Using the influence advantage checklist ✓ Influencing to inspire

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Making Great Sales Presentations

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Program Overview	Business & Learning Objectives
• Deliver more successful sales presentations. Sales and marketing expert Jeff Bloomfield shows you how to deliver your value proposition in the right way and bring presentations to life. • Learn how to make a connection with clients so that they are more receptive to what you have to say and discover how to conduct yourself in a more confident and professional manner. Jeff highlights key mannerisms that affect your delivery, such as eye contact, body language, and intonation, as well as your overall appearance. *Duration: 36 minutes*	✓ Being authentic and enthusiastic ✓ Making eye contact ✓ Keeping your voice at a good tone ✓ Dressing the part ✓ Staying organized and on point

Personal Branding Basics

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Program Overview	Business & Learning Objectives
• Branding isn't just for businesses anymore. Learn how to manage the way you're perceived, online and off, in this course with marketing expert Lorrie Thomas Ross. • Lorrie teaches you the basics of defining and growing your personal brand, including building an online identity, developing authority, creating content, establishing style, maintaining consistency, and more. With the right marketing, anyone can achieve a competitive edge and reach a larger audience. *Duration: 55 minutes*	✓ Understanding personal branding ✓ Establishing your brand ✓ Growing your brand

Pitching Projects and Products to Executives

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Program Overview	Business & Learning Objectives
• Executives and product managers from renowned design firms and corporations like Google, Apple, and Adobe share their insider take on how to effectively move projects and product ideas forward. • The course shows the practical techniques, processes, and communication styles employed to sell to executives more effectively, and to bring ideas to life. *Duration: 44 minutes*	✓ Getting and incorporating feedback before the pitch ✓ Creating a list of key stakeholders ✓ Deciding on the format of the meeting ✓ Effective prototyping ✓ Providing an intimate setting ✓ Being succinct, staying on-track ✓ Making the presentation, closing the deal

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Sales & Business Development eLearning courses - Client Focus: Collaboration with Clients

- You go beyond your own knowledge to bring in other perspectives
- You demonstrate and encourage teamwork across silos
- You develop and maintain connections with key stakeholders

Building Business Relationships

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Program Overview	Business & Learning Objectives
• Author and executive coach Simon T. Bailey guides you through building authentic connections with others and creating your own personal board of directors to help you succeed. Discover how you can build meaningful rapport, set yourself up for visibility and success, manage up when you don't click, develop executive presence, and cross-train within a team to better serve the organization. *Duration: 44 minutes*	✓ Understanding the four key business relationships ✓ Building relationships in person and virtually ✓ Supporting your manager's objectives ✓ Articulating your needs to your manager ✓ Managing up ✓ Communicating with difficult team members ✓ Resolving cross-department conflict ✓ Identifying mentors and sponsors ✓ Making first impressions with executives

Building Your Professional Network

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Program Overview	Business & Learning Objectives
• Join author and business coach Dave Crenshaw as he shows you how to build your professional connections by increasing your network and influence. This course reveals strategies to connect with people in person, build casual acquaintances into real connections, and leverage social media to increase your sphere of influence. Learn ways to build both communication channels and community as you serve your network and make yourself available for new introductions and opportunities. *Duration: 50 minutes*	✓ Understanding how networking enhances your career ✓ Getting out of your comfort zone ✓ Making recurring connections ✓ Using a customer relationship management (CRM) system ✓ Building relationships through social networking

Conflict Resolutions Fundamentals

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Program Overview	Business & Learning Objectives
• Improve relationships with your coworkers, clients, and managers and find your way through conflict back to cooperation. In this course, negotiation consultant Lisa Gates shares the secrets of effective conflict resolution and reveals simple, repeatable techniques that apply in most business situations. She'll present a six-step framework for exploring and navigating conflict resolution, including identifying the issue, separating the people from the problem, overcoming roadblocks to resolution, exploring cultural differences, and getting to agreement. *Duration: 50 minutes*	✓ Understanding how conflicts arise ✓ Navigating cognitive bias ✓ Exploring the principles of influence ✓ Building trust ✓ Reframing the argument ✓ Brainstorming solutions ✓ Working with difficult people

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Connecting with Executives

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Program Overview	Business & Learning Objectives
• Develop confidence connecting with executives in a one-on-one meeting. In this course, John Ullmen, PhD, from the UCLA Anderson School of Management, explores common concerns employees have about engaging executives and shares winning strategies to connect with executives one-on-one – and make sure the relationship endures after the meeting is over. *Duration: 28 minutes*	✓ Understanding how leaders manage time ✓ Setting up the meeting ✓ Using time wisely ✓ Following up after the meeting

Social Selling with LinkedIn

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Program Overview	Business & Learning Objectives
• Identify your buyers, engage with decision makers, and create successful relationships of trust that accelerates sales. B2B marketing expert Gabe Villamizar explains how in this course on social selling. • Gabe shows you how you can align your sales purpose, plan, priorities, and passion with how you use LinkedIn. First, he discusses the importance of being selective with keywords, images, and messaging to ensure you have a buyer-centric LinkedIn profile. Next, he shows you how to use LinkedIn to find target accounts and multiple key decision makers that fit your buyer personas within your target market. Then, he describes the role that sharing valuable content has in engaging potential buyers, starting conversations, and building vital relationships. Gabe also covers how to measure the success of your social selling efforts by examining and tracking specific sales met. *Duration: 42 minutes*	✓ Optimizing your buyer-centric LinkedIn profile for your buyers ✓ Researching, finding, and listening to your buyers ✓ Adding value by sharing relevant content ✓ Connecting with buyers online and offline ✓ Building relationships of trust with key decision makers ✓ Measuring the ROI of your social selling efforts

Negotiation Fundamentals

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Program Overview	Business & Learning Objectives
• Coach, negotiation expert, and author Lisa Gates demonstrates the skills empowered communicators use to achieve mutual benefit at the negotiation table. • The course delivers repeatable strategies for negotiating common issues such as asking for a raise, setting fees, promoting teamwork, and bringing out the best in those you manage. Along the way, discover how to use interest-based negotiation, distributive bargaining, diagnostic questioning, and conflict resolution to handle both simple and complex negotiations *Duration: 38 minutes*	✓ Preparing for a successful negotiation ✓ Using diagnostic questioning ✓ Opening the negotiation ✓ Dealing with conflict ✓ Framing and anchoring the discussion ✓ Making concessions and asking for reciprocity ✓ Encouraging cooperation

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Solving Business Problems

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Program Overview	Business & Learning Objectives
• Do you have a business problem that you are having trouble solving? Mike Figliuolo has a simple five-step process for solving problems and leading your business through everyday uncertainty and larger change initiatives. Learn to pin the problem down and define it, generate possible solutions, determine the best solution, and create a clear recommendation to solve your particular challenge. This is the same process Mike has taught multibillion-dollar companies to solve their business problems. Learn how to use it to solve your own. *Duration: 40 minutes*	✓ Breaking big problems into smaller problems ✓ Ensuring the problem is well-defined ✓ Generating solutions ✓ Prioritizing solutions ✓ Creating fact-based assertions ✓ Avoiding common problem-solving pitfalls

Strategic Negotiation

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Program Overview	Business & Learning Objectives
• Learn negotiation skills to help you get what you want while also building better relationships with coworkers, bosses, business partners, and suppliers. In this course, leadership consultant and trainer Mike Figliuolo shares simple yet effective negotiating skills and tools. He covers the four major phases of the negotiating cycle and explains how to assess your situation, gather data, negotiate a deal, and then assess and learn from your experience. He also explains common negotiating pitfalls and what you can do to avoid them. *Duration: 48 minutes*	✓ Assess the negotiation situation ✓ Gather the key data ✓ Make the deal ✓ Measure and adjust

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Sales & Business Development eLearning courses - Client Focus for Sales Results

- You do everything in your power to drive increased value for clients
- Clients look to you for perspective, judgement and ideas
- You proactively engage and communicate with clients

Asking Great Sales Questions

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Program Overview	Business & Learning Objectives
• All too often sales calls become an interrogation, leaving the prospects wondering where the conversation is leading. In this course, author and Fortune 500 sales coach Jeff Bloomfield provides an alternative, based on the principle that effective sales start with focusing on the issues that matter most to your customers. Gain insight into your customer's business problems, and use those insights to guide your sales questions. • Learn how to create and ask effective, probing questions; validate the business impact of your solution; and dig deeper when necessary. He also provides advice on maintaining the right tone throughout the conversation—leading to a more successful sales interaction and a long-lasting relationship with the customer. *Duration: 27 minutes*	✓ Creating questions from insight ✓ Digging deeper ✓ Keeping the tone conversational

Become a Purpose Driven Sales Professional

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Program Overview	Business & Learning Objectives
• Best-selling author and sales leadership consultant Lisa Earle McLeod has built her business by helping companies like Apple, Kimberly-Clark, and Roche build passionate, purpose-driven sales organizations. Her research has revealed that salespeople who focus on their purpose—to improve their customers' lives—rather than a metric assigned to them (quotas) actually sell more and are happier in their roles. In this course, • Lisa outlines key techniques to find and leverage your "noble purpose" and connect with customers on a deeper level. Learn the three key elements of a great call opening, when and when not to use a pitch deck, and the secrets to creating a sales process that can flex with different customer types. Last, she provides advice to develop yourself professionally, such as how to talk to senior leaders and position yourself as a strategy partner instead of a pitchman, when and how to take your boss on a sales call, and how to network effectively. Use these tips to close bigger, close faster, and make your work more meaningful. *Duration: 66 minutes*	✓ Selling with a noble purpose ✓ Making the first call ✓ Avoid sounding scripted ✓ Recovering from a bad call

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Creating Customer Value

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Program Overview	Business & Learning Objectives
• Is your product or service worth the price? Even if you think so, an army of competitors is deluging your loyal customers with messages to the contrary. Customer loyalty expert Jill Griffin explains how customers form perceptions of your brand, why they switch brands, and how you can manage the relationship between your brand, your product/service, and your price—so they see why your offering is valuable and remain loyal. She offers seven proven methods to maximize value and differentiate your product/service, drawing on real-world examples from companies such as Zappos, 3M, and Amazon. Plus, get a 10-day action plan that will help your company or team find fresh ways to bring value to customers. *Duration: 33 minutes*	✓ Understand why value matters ✓ Know why clients value you ✓ Do differentiation right ✓ Create your 10-day value plan

How to Analyze Sales Competitors

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Program Overview	Business & Learning Objectives
• There is more to keeping an eye on your competitors than just knowing their products and features. What is their messaging like? What value are they adding? What are their unique differentiators? In this course, Jeff Bloomfield helps you analyze your sales competition. It starts with understanding your buyer's point of view, and then being honest when making comparisons. • Jeff shows how tools like LinkedIn and Google Alerts can help you stay up to date on your competition's personnel and product updates, and how you can take advantage of the webinars, presentations, and other resources presented by your competition. Last, while competitor information is critical, it's ultimately more important for you to remember the value that your company brings. Jeff closes by explaining how you can best sell your company's products and services: by not getting too distracted by the competition. *Duration: 34 minutes*	✓ What do you know already ✓ Determine your competitors ✓ Perform an honest side-by-side evaluation ✓ Keep up to date ✓ Acknowledge strengths ✓ Take advantage of resources ✓ Understand what isn't said ✓ Ask former employees

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Sales Negotiation

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Program Overview	Business & Learning Objectives
• Bestselling author and sales coach Lisa Earle McLeod has helped companies like Google and Roche build passionate, purpose-driven sales organizations. • In this course, sales professionals will learn how to negotiate with the best interests of their organization and their customers at heart, by uncovering their own noble purpose. Lisa reveals the surprising truth behind why compromise doesn't work; instead, she explains how to ask questions that reveal information about the buyer—and help you decide when you can negotiate and when you can't. She also identifies common negotiation traps and ways to negotiate that don't just close the sale today, but build longer-term relationships for tomorrow *Duration: 78 minutes*	✓ Negotiating with a noble purpose ✓ Identifying the 3 kinds of sales negotiation ✓ Understand why deals fall apart ✓ Spotting and diffusing negotiation traps ✓ Negotiating via email ✓ Avoiding negotiating sales

The Science of Sales

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Program Overview	Business & Learning Objectives
• Trust lies at the foundation of all sales. In this course, former Genentech senior leader and Braintrust founder Jeff Bloomfield taps the world of neuroscience to explain the science of trust and help you determine your own trustworthiness as a salesperson. • He reveals the parts of the brain that are triggered in the buying process, and provides a customer-engagement model that presents solutions in such a way that customers will close the sale themselves . . . every time. Gain a deeper appreciation of the human brain and a new way of communicating with your customer. *Duration: 60 minutes*	✓ Understanding the trust continuum and the trust matrix ✓ Creating connections ✓ Establishing credibility ✓ Handling objections

Writing Proposals

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Program Overview	Business & Learning Objectives
• This course, author and Kelley School of Business lecturer Judy Steiner-Williams shows you tips and techniques for responding to a "request for proposal" (RFP) and for crafting a well-conceived proposal from scratch. Using an actual RFP and real-life proposals, Judy emphasizes what elements to include in your own response. • She also helps you understand the four proposal types, and how to gather research, anticipate potential questions and objections, and follow up successfully. With Judy's help, you'll be able to navigate the competitive and sometimes tedious world of proposals and write stronger submissions with a higher rate of acceptance. *Duration: 137 minutes*	✓ Reading the RFP and asking questions ✓ Understanding different proposal types ✓ Following the writing process ✓ Connecting the dots ✓ Using the client's jargon ✓ Understanding what parts to include ✓ Following up on the proposal

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Sales & Business Development eLearning courses - Overview of our Go-to Market Offerings

- Appreciate the key business challenges facing our clients
- Understand how our key offerings align with our clients' business challenges
- Connect with key subject matter experts and resources to deepen your knowledge

Program Overview
QuintilesIMS: Together to Drive Healthcare Forward • This module is part of our go-to-market training and provides you with an overview of the value of the combined organization and the innovative new choices we offer to our clients. *Duration: 14 minutes*
Commercial Outsourcing Services • This module is part of the new service offering training and provides you with an overview of Commercial Outsourcing Solutions. *Duration: 18 minutes*
Exploring New Opportunities in Real World Insights (RWI) • This module is part of the new service offering training and provides you with an overview of Real World Insights. *Duration: 35 minutes*
Global Services • This module is part of the new service offering training and provides you with an overview of Global Services. *Duration: 10 minutes*
Next Generation Clinical Development • This module is part of the new service offering training and provides you with an overview of Clinical Development. *Duration: 22 minutes*
Technology Solutions • This module is part of the new service offering training and provides you with an overview of Information & Technology Solutions. *Duration: 16 minutes*

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Industry Overview Training

- Online resources to help you understand more about the Health Care Industry and key sectors

Introduction to the Health Care Industry

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Program Overview	Business & Learning Objectives
• This course introduces the health care industry, including customer needs met by the health care industry, different types of health care systems, the industry participants, key industry regulations, and the current challenges within the industry *Duration: 90 minutes*	✓ Identify customers served by the industry ✓ Recognize the different participants within the industry ✓ Define the various health care systems found around the world ✓ Identify how the industry is regulated ✓ Understand the long term challenges facing the industry

Inside Life Sciences

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Program Overview	Business & Learning Objectives
• This course introduces life sciences providers, including customers served, segment participants and the products and services they offer, important business functions within these organizations, how they make money, the regulations impacting this segment of the industry and the current challenges impacting this segment. *Duration: 90 minutes*	✓ Identify customers served by the industry ✓ Recognize the different types of life sciences companies ✓ Name the products offered ✓ Define the business functions ✓ Recognize how life sciences companies make money ✓ Recall how the industry is regulated ✓ Recall current challenges facing the industry

Business of Life Sciences

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Program Overview	Business & Learning Objectives
• This course focuses on the business models, important executives, IT ecosystems and industry challenges associated with the life sciences industry. Learners should have a fundamental understanding of the life sciences industry before taking this course. *Duration: 85 minutes*	✓ Identify the business models ✓ Name important executives within life sciences companies ✓ Define the business processes and IT systems within life sciences companies ✓ Recall the business and IT challenges facing life sciences companies today ✓ Recognize new sales and consulting opportunities associated with the life sciences industry

Inside Health Care Payers and Plans

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Program Overview	Business & Learning Objectives
• This course introduces the health care payers and payer plans within the industry, including types of payers and their characteristics, the types of systems and the plans offered by payers, important business functions within payer organizations, how these organizations make money, the regulations impacting this segment of the industry and the current challenges impacting the industry *Duration: 150 minutes*	✓ Identify customers served by payers ✓ Recognize the different types of payers ✓ Name the different types of health care systems and plans found around the world ✓ Define the business functions within a health care payer ✓ Recognize how payers make money ✓ Identify regulations as they apply to payers ✓ Recall the current challenges impacting health care payers today