

Sales Force Effectiveness Asia 2009

Engineering the sales force into a valuable core competency through customer centric strategies, human capital management, enhanced quality trainings and latest technology developments to ensure sustainable competitive advantage for your organisation.

Singapore

16th & 17th February 2009

"He will win whose army is animated by the same spirit throughout all its ranks."

Sun Tzu

This conference focuses on the essential SFE strategies needed to ensure maximum ROI on a powerful sales force. In the highly competitive Asia Pacific market, a customer centric sales force is a critical factor in determining an organisation's stake in market share for pharmaceutical products.


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Conference overview:

Life Science companies in Asia endure to separate themselves as market leaders by developing core competencies that guarantee the competitive edge in their commercial expansion endeavours. In an industry where businesses strive to distinguish their products and services, the bargaining power of the end consumer is ultimately a powerful deciding factor for commercial success. In this arena of pharmaceutical dominance, research has proven that Sales Force Effectiveness is the tip of the lance for maximum market penetration and securing ideal market share. This conference brings together the best speakers from major life science companies to discuss latest insights and strategies to enhance the sales force whilst meeting the challenges affecting industry professionals in the region.

Attend this informative event and gain practical insights into:

- **Pursuing** the best physician segmentation & mapping strategies
- **Inspiring** and directing employees with key performance metrics and attractive incentives for rewarding career progression
- **Synergising** Sales & Marketing with break-through strategies to gain greater market share
- **Eliminating** silos, aligning channels and smoothening communication to optimise overall revenue growth.
- **Gathering** and monitoring the most accurate market data for effective sales force product planning and implementation
- **Maximising** customer retention by understanding physician adoption patterns while discovering innovations in providing value to clients by knowing and responding to their needs
- **Ensuring** successful sales continuity with efficient human capital management
- **Monitoring** performance and identifying strong and weak links in commercial development strategy
- **Overcoming** the challenge of a high turnover by developing a loyal, committed work force
- **Discovering** latest developments and trends through panel discussions, case studies and interactive sessions which bring together senior level executives from major life-science companies

Featuring case study and expert presentations by:

Charles Toomey Executive Vice President and Business Unit Head
DKSH, Healthcare Business Unit, Hong Kong

Jason Herring Senior Director Business Support
Merck Sharp & Dohme China

Vikrant Shetriya General Manager
Novo Nordisk Singapore, Malaysia, Philippines

Jai Singh Business Support Director
Sanofi Aventis Philippines

Adil Ahmad General Manager
Reckitt Benckiser Singapore, Malaysia

Juan Tan Senior Regional Manager Commercial Excellence Asia Pacific
Bristol Myers Squibb Singapore

Josemari Ortega Regional Director, Business Solutions
DKSH, Healthcare Business Unit, Hong Kong

Sundeip Bhatia Director Division Head
Dr.Reddy's Laboratories India

Jenny Siew-Ng Senior Training Manager
GlaxoSmithKline Singapore

Christopher Aleong Regional SFE Manager
Abbott Laboratories Asia, Australia, Africa, Central Europe

Felix Ong Retired Head of Training
Pfizer Malaysia

Josemari Ortega Regional Director Business Solutions
DKSH Hong Kong

Thomas Reblora IS Applications Manager, Sales & Medico-Marketing Applications
Sanofi Aventis Singapore

Anish Bafna Country Manager
Baxter Healthcare Malaysia

Desmond Lim Head of Sales
Yung Shin Pharmaceuticals Singapore

Dato' Dr. Ravindran Jegasothy Former Chairman of Ethics Committee
Malaysian Medical Association (MMA)
Head Obstetrics & Gynecology
Hospital Kuala Lumpur (HKL) Malaysia

Vinod Dua President of Marketing & Sales
Alkem Laboratories India

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Monday 16th February 2009

0800 **Registration & coffee**

0840 **Welcome remarks by Chairperson**

0845 **Contact Initiation Session (CIS)**

In this 30-minute session, delegates will get to know their peers and be able to share, among others:

- Name, job title and company represented
- 1 major challenge related to SFE

Revolutionising Sales Force Strategy

0915 **Session One**

Emergence of the Asian Pharmaceutical Dynasties and the critical role of SFE

This session examines the life science industry and the factors influencing the growth and development of emerging pharmaceutical markets. The massive influx of global investments has fertilised the continent to grow over the next few decades with increasing prominence. The importance of the sales force as a critical tool in ensuring optimum market share is emphasised along with best elements for successful sales force planning.

- Addressing Asia's competitive sales & marketing challenges faced both by multinational drug majors and generic companies in the region
- Awakening Giants: Factoring in China & India's bustling pharmaceutical industry and their future role as major players in the global pharmaceutical industry
- Opportunity in Variety: The importance of customising efficient sales forces sizing, design structure and deployment tactics for different territorial regions within the continent
- The role of SFE in emerging markets: the essential force of market penetration and securing ideal market share

Sundeip Bhatia Director Division Head
Dr Reddy's Laboratories India

1000 **Morning refreshments and networking**

1015 **Session Two**

Capitalising on the growth of the Asian pharmaceutical market with effective sales force models

This session will highlight the benefits of re-examining the sales model in order to meet the demands of a highly competitive growing Asian market. It will bring to bear the key issues in restructuring sales models to adapt to localised markets and the advantages/disadvantages of different sales models, ensuring decision makers proceed armed with the best possible knowledge before taking action.

- Adapting current sales models to alternative situations
- Aligning specific sales models and specialised product launches with that of different regions
- Maintaining sales model flexibility through different scenarios
- Identifying and surpassing internal organisational obstacles when implementing new sales models
- Establishing a customer centric sales model: ensuring the needs of local physicians are met

Jason Herring Senior Director Business Support
Merck Sharp & Dohme China

1100 **Session Three**

Expert Panel Discussion

- Configuring the best sales force models for the Asia Pacific market: How to accommodate sales models to different territories and regions?

Who should attend

Directors, Division Heads, Senior Managers, General Managers, Managers and Specialist of the following departments:

- Sales Force Effectiveness (SFE)
- Marketing
- Business Support
- Sales Excellence
- Commercial Excellence
- Sales
- Product Development
- Sales & Marketing
- Branding
- Business Development

Also

- SFA (Sales Force Automation) (IT)
- CRM (Customer Relationship Managers) (IT)

From the following industries:

- Pharmaceutical
- Healthcare Products
- Medical Devices
- Medical Diagnostics
- Bio pharmaceuticals

About the Endorser

The **Pharmaceutical Society of Singapore (PSS)** is the only professional, non-profit organisation representing pharmacists in Singapore. Originally founded in 1905 as the Straits Pharmaceutical Society, our membership comprises pharmacists practicing in the community, hospital, marketing and sales, distribution, research, regulatory, and academic sectors. Today it is steered by an elected council comprising a president and 11 council members. PSS aims to improve the public's understanding of medication and its use, promote responsible self-care and promote safe and appropriate use of medicines.

1145 **Session Four**

Mastering Sales Excellence: The Cornerstone of Sales Force Effectiveness

- Uncovering the best practices in customer negotiation & selling strategies
- Discerning how to deal with customer objections and reluctances while ensuring a winning sales pitch
- Ascertaining the psychology of physician needs and meeting them, looking through the eyes of high potential stakeholders
- Identifying customer feedback and remolding strategy accordingly, how an ever-flexible strategy works best
- Physician time is Money: Ensuring maximum usage of physician call time for maximum probability of successful sales

Desmond Lim Head of Sales
Yung Shin Pharmaceuticals Singapore

1230 **Networking luncheon**

1345 **Session Five**

Understanding training effectiveness and employing best practices in creating productive training programs for your organisation

- Designing the most effective training syllabus in order for sales representatives to optimise their sales pitch
- Mirroring the skills of top sales representatives and using their techniques in trainings to develop high quality and valuable trainings
- Identifying the factors that motivate the sales force and using them to inspire continuous improvement
- Equipping future managers by establishing appropriate mentoring programs

Jenny Siew-Ng Senior Training Manager
GlaxoSmithKline Singapore

1430 **Session Six**

Sales Force Effectiveness through Sales Force Automation

Technology is an essential tool to arm your sales force. This session looks at the benefits a suitable Business Information system can provide for ultimate Sales Force Performance.

- Ascertaining the best BI system for the organisation to enhance productivity of all divisions.
- Customising systems to suit the needs of appropriate business models and the customers they serve
- Revealing how BI can track growth and performance and identify weak links in SFE strategy
- Competitor analysis at your finger tips: Reason the strength of your product and that of your competitors in minimum time.

Charles Toomey Vice President Healthcare
DKSH Hong Kong

1515 **Afternoon refreshments and networking**

1530 **Session Seven**

Refocusing strategy and integrating a greater focus on Key Account Management (KAM)

- Discovering how KAM can add value to customer experience and engender long term customer satisfaction
- Constructing large contact group networks across the organisation into a cohesive whole
- Examining how closed-loop marketing can be harnessed to improve KAM
- Identifying key DMU's (Decision Making Units) within target companies and winning them over to your product
- Harnessing the benefits of partnerships and networking to drive sales effectiveness in different region

Anish Bafna Country Manager
Baxter Healthcare Malaysia

Mastering Human Capital

1615 **Session Eight**

Forging future leaders to enhance long term organisational capability.

- Implanting organisational values and ideals into key selected potential staff
- Protecting your assets: Incorporating trust while attracting and rewarding the best staff with development opportunities, and incentives
- Exceeding staff expectations and developing loyalty through good staffing practices
- Revolutionising the recruitment model: factoring in accurate turnover and allocating sufficient resources for training and staff development

Jai Singh Business Support Director
Sanofi Aventis Philippines

1700 **Session Nine**

Performance Management: Ascertaining accomplishments through best practice monitoring

- Establishing best performance monitoring tools and systems to ensure sales force teams meet goals
- Implementing effectual KPIs that align to specific goals with quality performance metrics
- Identifying improvement areas, rectifying holes in processes and benchmarking results
- Rewarding top performers with incentives to inspire continuous sales force team progress towards long term objectives

Christopher Aleong Regional SFE Manager
Abbott Laboratories Asia, Australia, Africa, Central Europe

1745 **Closing remarks from the Chair and end of day one**

0800 Morning coffee

Eye of the Asian Tigers: Focusing on the Customer

0845 Session One

Engineering the best market segmentation and customer targeting strategies for maximum stakeholder claim

This session explores best practices in customer mapping through efficient data gathering for sales force strategy implementation.

- Identifying potential target markets and ensuring best resource allocation for high potential clients
- Assessing data and analysing best stakeholder territories for optimum customer base segmentation.
- Implementing sales force & product planning strategies based on the most accurate market data
- Gathering well- prepared data from district specific sales force managers to ensure total coverage in each territory

Juan Tan Senior Regional Manager Commercial Excellence Asia Pacific
Bristol Myers Squibb Singapore

0930 Session Two

"The Doctor's always right": Implementing customer centric strategies

This session explores the importance and stresses methods for prioritising the customer's needs and ensuring ongoing service for retaining stakeholder claim

- Optimising processes and strategies to deliver maximum value to your customers
- Maximising the impact of interactions with a growing group of physician stakeholders
- Aligning approaches with customer centric needs and requirements of the doctors
- Sustaining customer retention by understanding physician adoption patterns
- Ensuring sales representatives build and maintain good customer relationships to encourage physician loyalty

Felix Ong Retired Head of Training
Pfizer Malaysia

1015 Morning refreshments and networking

1030 Session Three

Bad Input = Bad Output. Revisiting the need for high quality data for optimal Sales & Marketing campaigns

This session examines the importance of data in organisational processes. If inaccurate data is used during planning phase, a high probability is that in implementation results will not be optimal. Efficient data management ensures all processes work in tandem for maximum rewards.

- Standardising data across all streams
- Verifying customer data is up to date
- Duplication reduction through software applications
- Augmenting Data with fresh information

Thomas Reblora IS Applications Manager, Sales & Medico-Marketing Applications
Sanofi Aventis Singapore

1115 Session Four

The Physicians' viewpoint: Understanding the ethical outlook and needs of the doctors

- Identifying the importance of ethical characteristics in sales representatives and instilling them across the sales force
- Clarifying the principles of an effective sales call from the viewpoint of the customer
- Complying with proper regulatory requirements during presentations and sales pitches
- Ascertaining the factors which doctors look for in a proper and worthwhile sales call or visit.

Dato' Dr. Ravindran Jegasothy
Former Chairman of Ethics Committee
Malaysian Medical Association (MMA)
Head Obstetrics & Gynecology
Hospital Kuala Lumpur (HKL) Malaysia

1200 Networking luncheon

Sales & Marketing: Empowering The Two Arms Of Market Control

1315 Session Five

Mastering the marketing & sales environment dynamic of South East Asia

- Differentiating product offerings against those of competitors - competitive intelligence, product benefits
- Developing a powerful brand name: ensuring the right messages are sent to your target market
- Factoring in cultural and political factors in customer approaches and knowing the locale
- Pinpointing growth regions and tailoring sales & marketing to reach high potential customers

Vikrant Shotriya General Manager
Novo Nordisk Singapore, Malaysia, Philippines

1400 Session Six

Synergising Sales & Marketing divisions to deliver greater product coverage and enhance operational collaboration case study by Reckitt Benckiser

Reckitt Benckiser is a leading pharmaceutical FMCG provider with a powerful portfolio of OTC products. Uncover the best in cutting edge sales & marketing practices through this enlightening case study.

- Discovering how a dual launch strategy repositioned promotional tactics for maximum coverage directly to consumers while generating prescription demand as sold to doctors.
- Ensuring the two functions sales and marketing work together in a symbiotic relationship
- Identifying factors and employing them for effective collaboration in the production lifecycle
- Developing transparency of functions, responsibilities and instilling good communication channels

Adil Ahmad General Manager
Reckitt Benckiser, Singapore, Malaysia

1445 Session Seven

Integrating multiple sales & marketing channels for all round infiltration into specific market segments.

- Finding new channels for sales & marketing while strengthening original structure
- Identifying how alternative sales & marketing channels can improve overall campaign ROI with more proper and targeted messages.
- Determining the most appropriate KPI's for multi-channel operation sales and marketing campaigns.

Vinod Dua President of Marketing & Sales
Alkem Laboratories India

1530 Afternoon refreshments and networking

1545 Session Eight

Utilising CRM as a powerful strategic management tool: ensuring the best use of CRM for tracking performance, information gathering and uncovering high potential customers

Josemari Ortega Regional Director Business Solutions
DKSH Hong Kong

1630 Session Nine - Panel Discussion

The way forward for Asia's emerging pharmaceutical markets

- Discuss the challenges facing life science industries on staff retention and human capital management
- Looking for potential areas for market growth and meeting regulatory drug requirements
- Bridging cultural gaps and understanding the various needs for different Asian target markets.

1715 Closing remarks from the Chair and end of Conference

Why you cannot miss this event

Within the sphere of the life science industry, an ever flexible and mobile sales strategy has proven to be the core essential in ensuring ultimate sales force performance. Strategy when harnessed along with the finest talent creates a formidable power for market penetration and gaining a stronghold in the highly competitive campaign for pharmaceutical market share. The complexities involved in SFE strategy are numerous, all the way from creating a blueprint for an all round attack plan to field execution methods of seizing physician loyalty.

This conference provides all necessary knowledge tools for ensuring your organisation's sustainable competitive advantage by developing the sales force as a critical core competency. Latest developments from technology to ethical regulatory requirements and customer centricity is changing the face of sales and marketing approaches while challenges such as staff retention and development has led to best practice human capital management procedures.

The finest industry domain experts are gathering to discuss, compare and evaluate best practice methodologies from esteemed organisations across the Asia Pacific region. Immersive case studies, interactive discussions, solid presentations and creative technology solutions that work best are presented to drive life science Sales Force Effectiveness in a way never done before.

About the Media Partners

Published by Espicom Business Intelligence, **World Pharmaceutical Markets** provides a complete and detailed review of over 60 key pharmaceutical markets around the globe. Each report provides an insightful interpretation of market trends and a range of information from economic/demographic data through to health status, services, personnel and funding to regulation and domestic production. In addition to this all country reports now include unique and original 5-year market forecasts - all in one convenient, monthly updated service. To start your subscription online or to download further information, go to www.espicom.com/wpm

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marcus evans would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.

Sales Force Effectiveness Asia 2009

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Fees

Conference fee @ USD2,295 + GST / VAT (if applicable) per delegate

Premier Plus - Bring 3 or more delegates to this event and benefit from a 10% SAVINGS off the regular price

Online Documentation - USD385 + GST / VAT (if applicable). You will be provided a username and password to access the documentation online

All options include luncheon, refreshments & service charge. In accordance with delegate requests and our positioning as one of Asia's foremost business intelligence providers, **marcus evans** will now make its conference documentation available online. A website and password will be provided to you approximately two weeks before the event.

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Business Opportunities

A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering the lunch and documentation also exist. For further details contact **Raj Anand** on (65) 6720 0620 or e-mail raja@marcusevans.com.

 conferences

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Contact Marketing at **marcus evans**

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Date: 16th & 17th February 2009

Venue: Singapore

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