

Engage Meeting Training

Customer Profile

Customers have ranged from large pharmaceutical companies to smaller selling teams. Solutions have been adapted to fit the needs of the customer regardless of their size or situation.



Business Challenge

The industry needed remote meeting skills and capabilities to address the following:

- Limited face-to-face opportunities due to Covid-19 restrictions
- Interest by physicians for more flexible interactions
- Greater technological capabilities
- Need for more productive and cost-effective sales teams

Veeva responded with solutions using their 'Engage' platform. Customers needed to adapt to the new technology quickly and efficiently.



Our Solution

Change management services to prepare teams for a different way of working.

- Pre-deployment services to understand team concerns and challenges
- Communications to prepare the team for remote selling
- Coaching cards to allow managers and sponsors to coach their team through the change
- Focus groups to assess adoption and share learnings

Training and documentation services to ensure success in execution.

- Preparing the team to identify the best opportunities and approaches for the customers
- Training in adapting selling models and the team's personal skills for virtual detailing
- Technical training for both representatives and customers on multiple platforms to ensure seamless communication
- Preparing guides that would allow representatives to work with their healthcare partners and assist them in the change
- Preparing support materials – reference cards, videos, e-learning courses for pre-learning and post-deployment
- Offering multiple modes of training to provide knowledge transfer and hands-on experience in using the platform. This included virtual training, train-the-trainer, and training of the end-users



Value Delivered

- Time-sensitive deliveries to meet the fast-changing environment pushed by the global pandemic
- Consistent high training evaluation scores
- Ongoing adaptation to the evolving 'Veeva Engage' platform including Engage webinar and Engage connect

For any query please write to cs_marketing@hcl.com

