

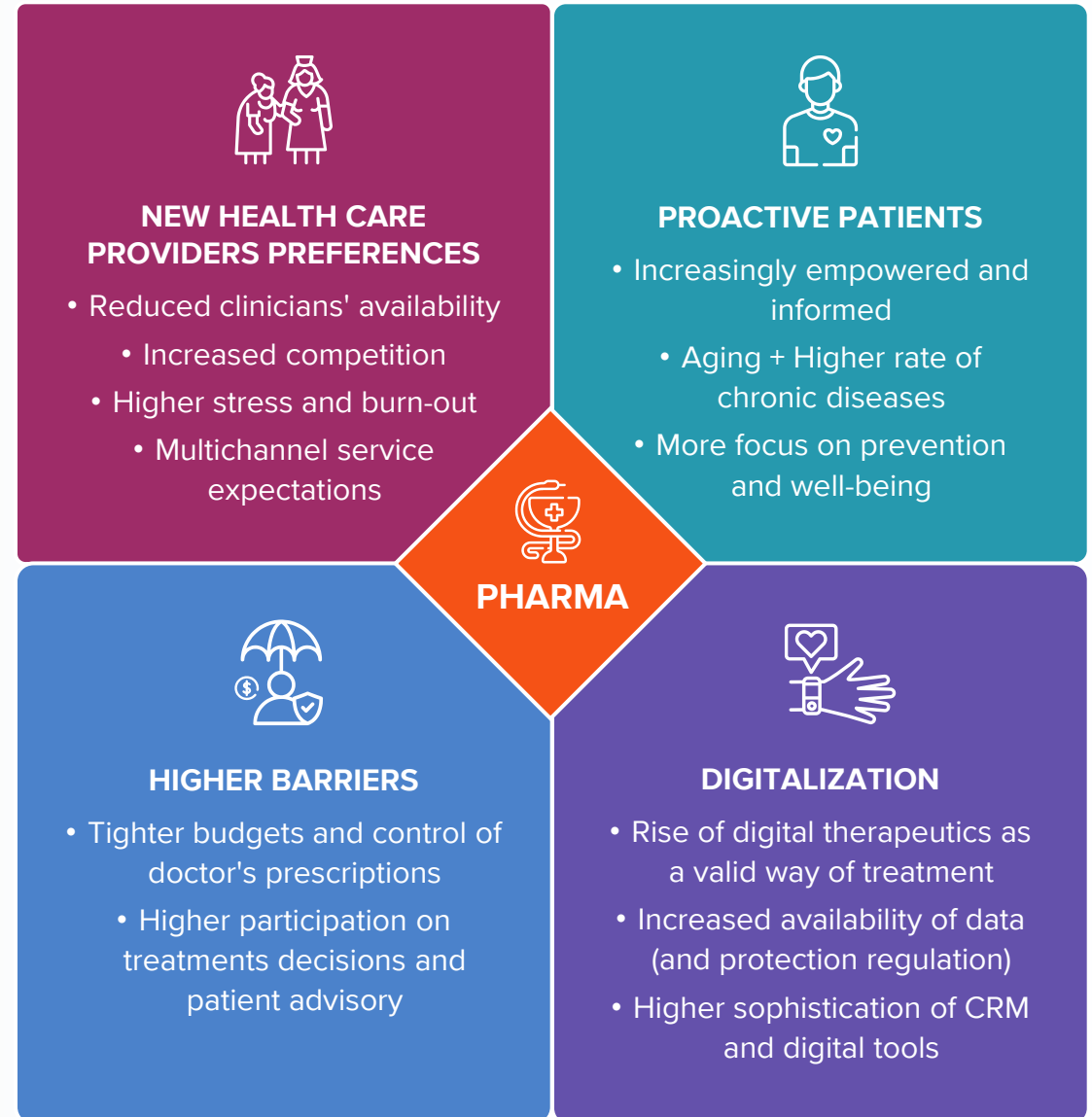


# CUSTOMER ENGAGEMENT EXCELLENCE IN PHARMA

## Global Context

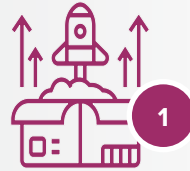
# Leaders of pharma companies are amid unprecedented change

This was true before COVID-19, and now the pandemic and the consequent economic downturn result in traditional go-to-market models being no longer capable of driving significant revenue growth. Pharma companies are facing a diverse set of challenges.



## Challenges

# Key challenges for a customer engagement excellence



### NEW GO TO MARKET STRATEGY

- Rethink go-to market organization & setup
- Reconstruct customer engagement model with clear focus on creating value
- Install an omnichannel distinctive customer engagement approach
- Agile, personalized & channel-specific content and services



### FIELD FORCE AGILITY

- Agility and new ways of working to develop operational excellence favoring:
  - Customer-centricity
  - Cross-collaboration
  - Innovation
- Organization alignment around desired vision, beginning with senior managers leadership evolution



### DIGITAL CAPABILITIES

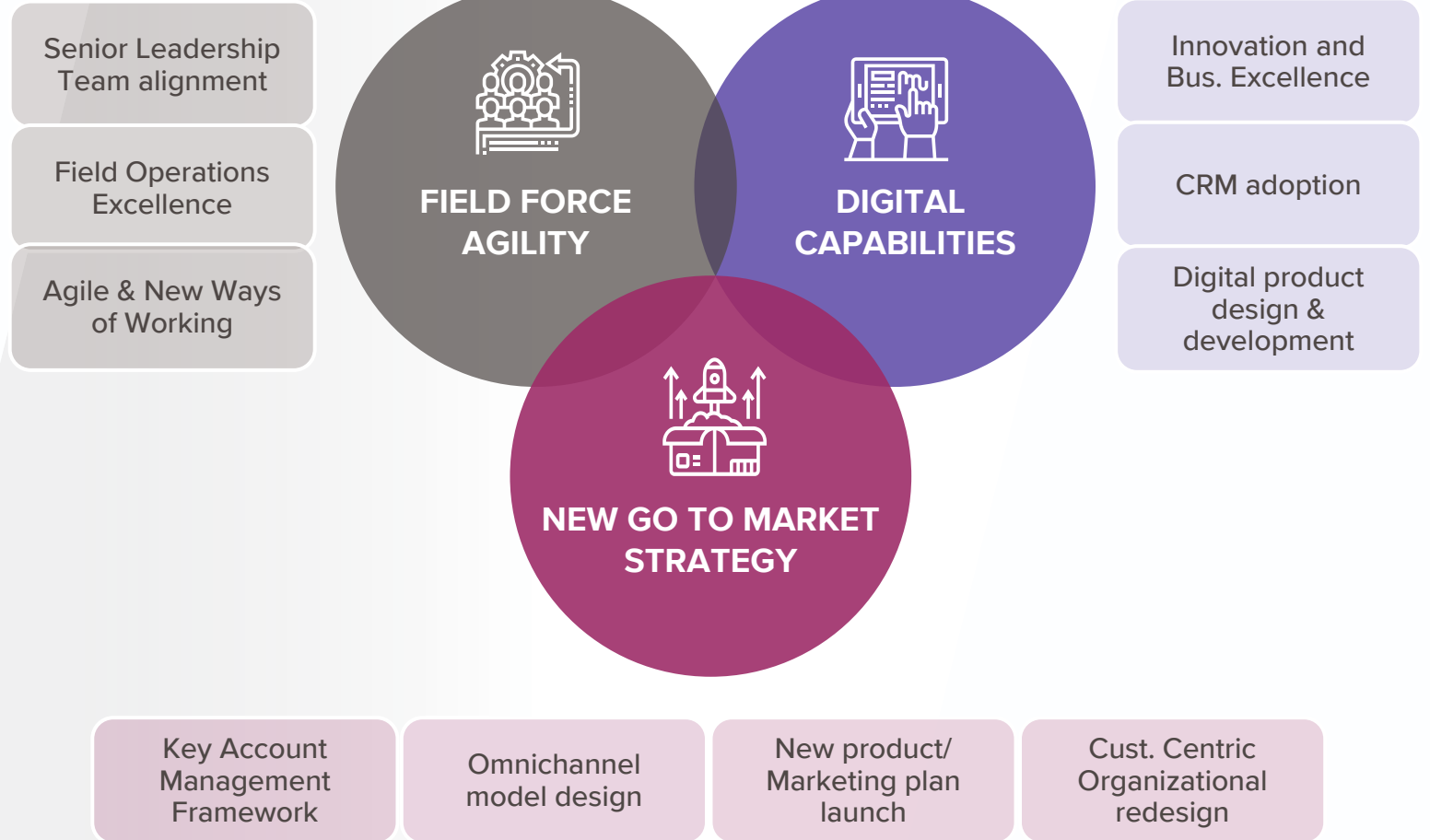
- Advanced analytics and data driven insights to increase commercial value and take informed decisions
- Sophistication in obtaining data / insights leveraging digital tools (CRM)
- Development of critical skills and mindset to understand the context, derive insights, monitor results and make decisions quickly



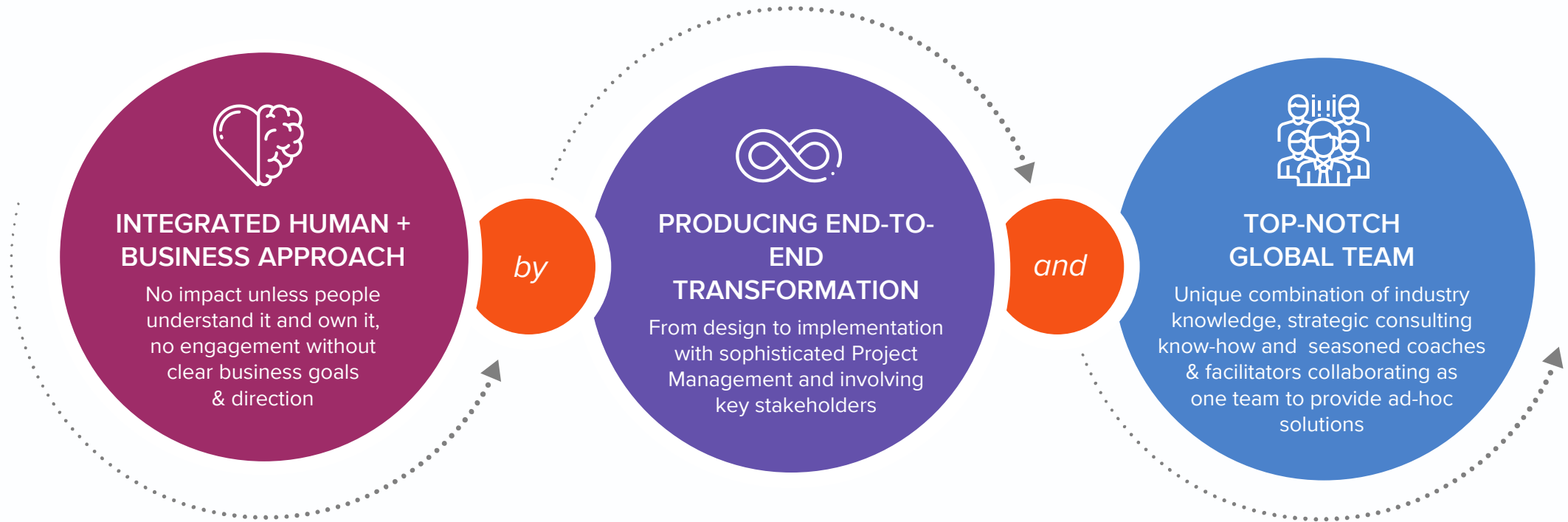
## Our Solution

**Evolve strategy, ways of working, organization and tools to enhance customer centricity and drive sales at affiliate and regional level**

### CUSTOMER ENGAGEMENT EXCELLENCE MODEL



# Our value proposition



## WALK's Approach

**We drive tangible change through a combination of sales and customer engagement knowledge, training & development and on the field support**



### COMMERCIAL EXCELLENCE AND DIGITAL EXPERTISE

- Pharma industry expertise
- Customer centric commercial model
- Frontline excellence and Commercial intelligence
- Sales operations through CRM
- Omnichannel & Digital Marketing
- Cross-industry, best practice benchmarks



### TRAINING & DEVELOPMENT

- Training & coaching to key players (Sales, Access & Medical) both field, managers and Senior Leadership Team (SLT)
- Development of key capabilities:
  - WHAT (call preparation and execution, virtual interaction, account management, ... )
  - HOW (commercial mindset, resilience, empowerment, accountability, ... )



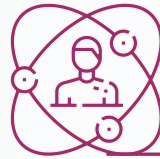
### FIELD SUPPORT

- Facilitation of regional meetings for effective adoption of desired operational practices and team dynamics
- Shadowing of managers coaching to sales reps / field force

**Systemic approach, working at individual and group level, providing best practices and expert insight with training and coaching to support mindset change and interiorization of new ways of working**



# Our Experience in Pharma



20+ years of combined experience within the Pharma industry and Healthcare (Payer and Provider)



Experience in top pharma companies at global and local level



100+ plus projects addressing most complex and pressing business topics



Host of innovative events & panels including CEOs and start-ups





## Clients from the Pharma industry



## And other diverse sectors across the globe



# We help global companies navigate complexity

Our clients are large-scale global organizations that span across industries and sectors. We work hand by hand with executive teams and middle managers alike, helping them to embrace and drive change.





**Global senior team, knowledgeable about the industry**

Our broad technical expertise supports clients to addressing complex challenges

**Former Management Consultants, CEOs, and Top Executives, with strong project management and facilitation capabilities**



# Meaningful Transformation. Together.

[www.walkleadership.com](http://www.walkleadership.com)



For more information contact [info@walkleadership.com](mailto:info@walkleadership.com)

## WALK

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WALK is a global consultancy focused on producing meaningful business transformation through leadership development and cultural change. Combining a team of strategy consultants, organizational psychologists, and leadership facilitators, WALK works with large organizations to ensure effective execution of their business initiatives. We do so by aligning people with strategy and empowering them to embrace a new leadership paradigm for the digital age. WALK's solutions include leadership development programs, alignment of executive teams, organizational engagement at scale, design and deployment of a digital culture, and implementation of new ways of working.