

## The Time for the Next **WoW** Is NOW!

Life sciences companies must adopt new ways of working (WoW) to compete in an evolving marketplace.



### THE NEEDS

- New WoW internally and externally
- New skills for sales representatives and managers



**50%** of employees will need reskilling by 2025.

*The Future of Jobs Report 2020, World Economic Forum*



### THE DRIVING FORCES

- A reduction in sales representative-physician engagement
- Evolving customer expectations, advancing tech



### THE STRATEGY

Equip your team with the skills and knowledge to:

- Enhance collaboration and WoW
- Leverage omnichannel tools and resources
- Master virtual access and engagement

### POSITION YOUR TEAM FOR GREATER SUCCESS

Harness the power of an omnichannel approach to customer engagement with your sales professionals at the center.



### ENCOMPASS COMMERCIAL ENGAGEMENT EXCELLENCE CURRICULUM

We'll take your team from working in silos to employing a **well-orchestrated approach** to customer engagement.



#### Mastering Omnichannel Customer Engagement

- Effective Virtual Engagement
- Effective Use of Omnichannel Tools and Resources
- Ready, Set, Start Your Call!
- Veeva Engage Training
- Effective Problem Solving



#### Facilitating Internal Collaboration & WoW

- The New World Outlook on Pharma
- Organizational Alignment for Sales Success in a Virtual World



#### Enhancing Leadership & Coaching

- Coaching the Coaches for the Future of Pharma Sales Success
- Coaching in a Blended Selling Environment
- Adapting Coaching for the Mobilizer Representative
- Virtual Field Ride Coaching Reports
- Leading Positive Change



#### Advancing Stakeholder Education

- New Impacts on the Healthcare Industry
- Understanding the New Provider-Patient Reality
- Engaging HCPs Across Different Generations and Social Styles

At Encompass, we think ahead to keep you advancing.



Schedule Time to Talk



Contact Us to Get Started