

# Winning Pharmaceutical Sales Force Effectiveness Strategy

Staying ahead of competition with effective sales model, capable talents and flexible systems

InterContinental Shanghai Pudong

26th & 27th August 2010

"A **sale** is not something you pursue; it's **what happens to you while you are immersed in serving your customer.**"

Anonymous

Triangle for success: Right Model, Right People and Right System. By attending this event, you will be inspired to formulate your own innovative solution to meet the challenges you faced everyday in these three dimensions.



## Distinguished Chairperson:

**Jerry Bao** Vice-President; Sales & Marketing Department Manager  
**Shenzhen Med-link E.T**

## Benefits of attending:

- **Gaining** insights into the latest trends of pharmaceutical industry in China
- **Incorporating** Chinese elements into sales force effectiveness implementation to achieve optimum result
- **Adapting** customer-centric approach into your sales strategy
- **Benchmarking** your company's Sales Force Effectiveness practice with peers
- Further **exploring** and **understanding** hospitals' needs and demands
- **Increasing** sales force's commitment to company
- **Reducing** communication red-tape in the increased sales team complexity
- **Increasing** sales force effectiveness through sales team management and supporting systems
- **Networking** with top pharmaceutical companies around the region

## Featuring focus workshop on:

**Increasing sales productivity through motivating sales morale - both young and experienced sales representatives**

Facilitator:

**CJ. Ng** Executive Director  
**Directions Management Consulting**

## Eminent speaker panel:

**Andreas Amrein** General Manager; Head Asia Pacific  
**Abbott Diabetes Care**

**Janet Dong** Director of Business Analysis, Oncology Business Unit  
**Beijing Novartis Pharmaceutical**

**Min, Liu** National Sales Director  
**UCB China**

**Henry Lee** Vice President & Head of Business Division  
**Eisai China**

**Yue, Zhang** Head of Sales Operation  
**Allergan China**

**Feimin, Chen** Sales & Marketing Administration Dept. Manager  
**Daiichi Sankyo Pharmaceutical**

**Siyuan, Chen** Head of Strategy and Sales and Marketing Operations  
**Novartis Vaccine**

**Leon, Wang Hui** National Hospital Commercial Manager  
**XIAN Janssen Pharmceutical**

**Henry Liu** Senior National Sales Director  
**MeiRui Pharma**

**Jenny Bian** Commercial Director  
**Sanofi-Aventis China**

**Shuhong, Wang** Human Resource Director  
**Novo Nordisk**

**Winston Xue** National Sales Director, Oncology & Specialty Medicine Business Unit  
**Bayer Healthcare China**

**Zhengqian, Niu** Chief Advisor  
**China Center for Pharmaceutical Economic Research**

**Jason Wu** Operations Director  
**BD (Becton Dickinson Medical Devices)**

**Yan, Tang** General Manager, China  
**Cegedim Asia Pacific**

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# Thursday 26th August 2010

## 0830 Registration and morning coffee

## 0900 Opening & welcome remarks from the Chairperson

**Jerry Bao** Vice-President; Sales & Marketing Department Manager  
Shenzhen Med-link E.T

## 0915 Session One – Keynote Presentation

### Appraising the latest updates of China healthcare reform: Uncovering opportunities and mitigating risks brought by the reform

- Gaining insights into the implication of the policy and regulation on your sales and marketing model
- Constructing appropriate actions to be taken to immediately respond to the new policy and regulation
- Turning constraints into opportunities to expand your sales coverage and bottom line
- Transforming business processes to suit the current market condition and tapping into new market
- What can you do to minimise the risks and increase competitiveness

**Zhengqian, Niu** Chief Advisor

**China Center for Pharmaceutical Economic Research**

(Presentation in Chinese)

## 1000 Session Two – Case Study

### Incorporating Chinese elements into SFE planning and implementation to achieve optimum result

- Highlighting unique features need to be clarified and modified when rolling-out SFE in China
- Alleviating potential obstacles by listening and acknowledging sales emotional resistance
- Engaging all levels of organisation in planning and implementation to cover every party's needs and interests
- Reinforcing the importance of sales force participation in new SFE implementation
- Evaluating changes: Collecting feedback and reacting quickly to attain further results

**Henry Lee** Vice President & Head of Business Division

**Eisai China**

(Presentation in English)

## 1045 Morning refreshments

## 1115 Session Three – Case Study

### Revolutionising pharmaceutical sales: Moving from traditional sales to customer-centric approach

- Tracking customers' needs, specialities, contact details, prescription behaviour and applying this knowledge in sales activities to build long-term relationships
- Capitalising technology tools to provide easy and convenient information access to maximise utilisation
- Updating and maintaining customers' profile with in-depth information to reduce the impacts of customers' turnover and improve sales growth
- Responding to customers' enquiries and demands promptly to generate higher customers' satisfaction and strengthen ties between sales representatives and customers

**Janet Dong** Director of Business Analysis, Oncology Business Unit

**Beijing Novartis Pharmaceutical**

## 1200 Session Four – Case Study

### Beyond boardroom presentation: Translating strategy into action!

- Implementing a strategic road map to ensure sales team are able to visualise the goals and follow through processes to achieve desired results
- Integrating resources, appropriate tools and technologies to track and support your strategic plan
- Encouraging ongoing interactive communication to ensure everyone knows their objectives and stays on course to succeed
- Utilising effective tools to assess sales process performance to bridge the gaps between baseline and targeted goals
- Promoting sense of accomplishment and accountability by recognising sales efforts through financial and non-financial motivations

**Min, Liu** National Sales Director

**UCB China**

(Presentation in Chinese)

## 1245 Networking luncheon

## 1400 Session Five – Case Study

### Utilising cost-effective technology system to enhance selling process and customer buying experience

- Integrating Sales Force Automation (SFA) into the sales process to generate tangible benefits and positive outcome
- Highlighting and communicating the benefits of SFA to all concerned parties before actual implementation to obtain buy-in
- Developing an evaluation and measurement system to evaluate the effectiveness of the system, thus enhance its supports to sales activities

**Yan, Tang** General Manager, China

**Cegedim Asia Pacific**

## 1445 Session Six – Case Study

### Building a sales force commanding system for tremendous SFE improvement

- Tracking the productivity of sales force and providing useful supporting coach and material to them accordingly
- Involving your distributors in implementation of the system to ensure you fully grasp the sales activities across regions
- Creating competitive advantage through updating sales and marketing information simultaneously and quickly responding to any changes
- Maximising the greatest potential of the system by fully integrating it in all relevant departments, from marketing, sales, and operation to business strategy planning

**Jason Wu** Operations Director

**BD (Becton Dickinson Medical Devices)**

(Presentation in Chinese)

## 1530 Afternoon refreshments

## 1600 Session Seven – Case Study

### Unleashing full potential of your existing talents to increase bottom line

- Changing mindset: Highlighting the value and worth of investing in young and less experienced human capital
- Facilitating coaching process by building good rapport between managers/leaders and sales representatives
- Conducting ongoing assessment on strengths and weaknesses to identify and match training and coaching needs
- Avoiding one-size-fit-all coaching style: Tailoring coaching method based on the sales representatives' characteristic

**Winston Xue** National Sales Director, Oncology & Specialty Medicine Business Unit  
**Bayer Healthcare China**

(Presentation in Chinese)

## 1645 Session Eight – Panel Discussion

### Discussing and illustrating the best practice of SFE implementation in China

- Detecting the challenges and key elements for success in sales force effectiveness implementation
- Synergising inter-department working relationship to achieve further sales operation success
- Developing a holistic plan that includes sales strategy, deployment, resource distribution and team management to achieve desired goal

Moderator:

**Henry Liu** Senior National Sales Director

**MeiRui Pharma**

Panellists:

**Yue, Zhang** Head of Sales Operation

**Allergan China**

**Siyuan Chen** Head of Strategy and Sales and Marketing Operations

**Novartis Vaccine**

## 1730 End of Day One

## About the Silver Sponsor



**Cegedim Dendrite** is the life sciences industry's leading provider of Customer Relationship Management (CRM) solutions, healthcare professionals data and services. Life Science oriented by design, the company's innovative business solutions and global reach incorporate a thorough understanding of local, regional and worldwide trends. Cegedim Dendrite enables more than 200,000 users in many of the world's top companies to stay ahead of market challenges. Cegedim Dendrite also provides sales, marketing and regulatory compliance solutions in more than 80 countries.

## About the Media Partner

**Pharma China** ([www.pharmachinaonline.com](http://www.pharmachinaonline.com)) is the most influential English media and business intelligence service covering the Chinese pharmaceutical / biopharmaceutical marketplace. Pharma China caters for the growing needs of the international pharmaceutical industry for up-to-date and insightful information and intelligence on China's burgeoning but increasingly complex healthcare marketplace, and is subscribed by most multinational pharmaceutical companies, leading CROs, investment banks and consulting firms active in China as well as relevant industry associations and government agencies.

**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.

## Friday 27th August 2010

### 0830 Registration and morning coffee

### 0900 Opening & welcome remarks from the Chairperson

**Jerry Bao** Vice-President; Sales & Marketing Department Manager  
**Shenzhen Med-link E.T**

### 0915 Focus Workshop

#### Increasing sales productivity through maintaining sales morale - both young and experienced sales representatives

A good sales strategy will not succeed without talented sales force and effective sales process. Understanding the needs of sales representatives will help you motivate them to strive for higher achievement. A good motivation system is not only about financial reward, it includes satisfying personal needs, for instance, self-esteem, clear career path, and sense of success.

As the companies are recruiting more young talents, the existing sales forces are threatened by these rookies' high morale. Ultimately, they either choose to leave the company or their top sales position would be taken by new talents. It is important to create a system and working environment that will motivate them.

#### Maintaining morale and motivation among experienced sales forces

- Changing mindset: neither young and older sales representative is irreplaceable
- Creating harsh yet reasonable quota setting for old-timer in your sales force to ensure they keep pace with new talents
- Learning from each other: Interaction and corporation between experienced and young sales representatives

#### Retaining and motivating talents through non-financial rewards

- Capitalising on non-monetary recognition that will provide career enhancement, job satisfaction and loyalty
  - Job rotation
  - Overseas posting
  - Promotion opportunity
  - Training opportunity
- Identifying which non-financial recognition will make an immediate impact to your team morale
- Incorporating sales force feedback into evaluation of implementation

Facilitated by:

**CJ. Ng** Executive Director  
**Directions Management Consulting**

### 1230 Networking luncheon

### 1345 Session Two – Case Study

#### Attracting new talents creatively to enlarge sales force team: From a HR director's perspective

- Improving hiring strategy: From job description writing, sourcing plan to interview process to eliminate hiring mistake and build up excellent sales team
- Realising the potential of social media sites to source and connect to the right talents
- Publicity stunt: Building a brand that will help you attract and retain talents
  - Getting into the news
  - Showcasing in public events
  - Word of mouth

**Shuhong, Wang** Human Resource Director  
**Novo Nordisk**

### 1430 Session Three – Case Study

#### Cultivating employees' loyalty to the company for long term health and success of business

- Creating fun yet productive environment to motivate sales force commitment to stay with the organisation
- Initiating open and interactive communication channels to create an environment that instill sense of belongings
- Easing communication by adopting a more collective, democratic or decentralised workplace environment
- Promoting greater loyalty by developing a commitment strategy with a clear objective to ensure employees understand their roles and how they will contribute to the company overall success

**Jenny Bian** Commercial Director  
**Sanofi-Aventis China**  
(Presentation in Chinese)

### In-House Training Solutions

If you have a number of delegates with similar training needs, then you may wish to consider having an In-House Training solution delivered locally on-site. Course can be tailored to specific requirements.

For further details, please use the contact information given on the last page of this brochure.

### 1515 Afternoon refreshments

### 1545 Session Four – Expert Sharing

#### Promoting effective communication between management level and front-line sales representatives to facilitate SFE implementation

- Fostering communication flow that minimises confusion in the increasingly complex sales environment by selecting the appropriate types of communication and communication tools
- Encouraging bottom-up approach to encourage an open culture and strengthen rapport
- Monitoring the effectiveness of communication through annual survey, one-on-one meeting, and etc
- Turning theory into real life setting to facilitate the implementation of KPI system and sales progress mapping system

**Andreas Amrein** General Manager; Head Asia Pacific  
**Abbott Diabetes Care**  
(Presentation in English)

### 1630 Session Five – Interactive Discussion

#### New regulations, new strategy: Profiling your customers and fulfilling their needs

- Determining how has hospital's operation evolved under the new reform
- Gaining insights into the needs and demands of hospitals to maintain a good and long term relationship
- Listening to your customer: Matching your product development planning with hospital's changing needs to benefit in the long run
- Maximising the benefits of CRM to support operational structure and to respond promptly to the changing needs

Moderator:

**Jerry Bao** Vice-President; Sales & Marketing Department Manager  
**Shenzhen Med-link E.T**

Panelists:

**Chen Feimin** Sales & Marketing Administration Dept. Manager  
**Daiichi Sankyo Pharmaceutical**

**Leon, Wang Hui** National Hospital Commercial Manager  
**XIAN Janssen Pharmaceutical**

### 1715 End of Day Two

## Why you cannot miss this event

The Chinese government's healthcare reform is a key driver for the pharmaceutical growth in the country. It has created exponential opportunities for pharmaceutical companies to penetrate deeper into the market, build a stronger brand and enhance its market share. It is especially true for global pharmaceutical companies who are counting on China to achieve aggressive growth rate.

It now lies within the Sales and Marketing teams to fully realise this market potential. But the fact is that the industry is questioning the real effectiveness of their current sales force strategies. Many companies' sales models are being put to test by the constant changing environment and regulation. With increased complexity of market demand, shortage of skilled talents and increasing pressure from headquarters, managers understand the need to be quickly equipped with the three success factors: Effective sales strategy, flexible supporting system and high productivity talents; in order to win big in this lucrative market.

This **Winning Pharmaceutical Sales Force Effectiveness Strategy Conference** will gather leading minds to explore the opportunities brought by the reform, sales force effectiveness best practices in China, how to optimise market data, practical solutions for high turnover rate, and effective sales force team management in order to capture maximum business potential and achieve sustainable development.

## Who should attend

VPs, MDs, GMs, Heads, Directors, Senior Managers, Managers, Senior Level Executives from:

- Sales Force Effectiveness
- Sales & Marketing
- Key Account Management
- Commercial Excellence
- Business / Business Development / Business Support
- Sales/ Sales Operation
- Marketing
- Business Analysis
- Distribution/ Channel

From industries:

- Pharmaceutical
- Healthcare
- Bio-technology
- Medical Devices

# 制胜医药销售团队有效性

利用有效的销售模式、优秀的人才、灵活的系统来保持您的竞争优势

上海锦江汤臣洲际大酒店

2010年8月26-27日

“销售不是你追求的东西，而是当你全心服务顾客时候所发生的事情。”

匿名

成功三角形：对的模式、对的团队、对的系统。参加这个会议，您将会得到灵感启发，以制订创新的解决方案来应对这三方面每天带来给您的挑战。

  
marcusevans

## 大会主席：

鲍志伟 副总裁：销售及市场经理  
深圳美的连

## 参加的益处：

- 深入了解中国医药行业最新的趋势
- 在SFE的执行当中融入中国特有元素，发挥其最大的效率
- 以客户为中心制订和执行销售策略
- 与同行业销售团队有效性标杆
- 进一步探讨与了解医院的需求
- 增加销售团队对公司的忠诚度
- 在日益复杂的销售团队中减少沟通误差
- 通过有效团队管理和支持系统来增加销售有效性
- 与中国领先的医药公司领导讨论和交流

## 半日特别培训：

通过维持销售代表的士气来提高销售率

培训师：

黄常捷 执行总监  
方相管理咨询公司

## 著名演讲嘉宾：

Andreas Amrein 总经理、亚太区主管  
雅培糖尿病护理

Janet Dong 肿瘤事业部商业分析总监  
北京诺华制药

Henry Lee 副总裁兼业务部主管  
中国卫材药业

刘敏 全国销售总监  
优时比

张铖 销售运营主管  
Allergan China

陈菲敏 销售与市场部经理  
第一三共制药

Siyuan, Chen 战略和市场营销运营主管  
诺华疫苗

Leon, Wang Hui 全国医院商务经理  
西安杨森制药

Henry Liu 全国高级销售总监  
南京美瑞制药

Jenny Bian 商务总监  
赛诺非-安万特制药

Shuhong, Wang 人力资源总监  
诺和诺德中国制药

Winston Xue 肿瘤和特殊药品事业部全国销售总监  
拜耳医药

牛正乾 首席顾问  
中国医药经济研究中心

Jason Wu Operations Director  
BD (Becton Dickinson Medical Devices)

Yan, Tang 总经理  
Cegedim Asia Pacific

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## 0830 签到及早茶

## 0900 开幕及大会主席致词

鲍志伟 副总裁：销售及市场经理  
深圳美的连

## 0915 第一场 - 主旨发言

中国医疗改革最新情况：发掘改革带来的机会及减少其可能带来的风险

- 深入分析医改政策和法规给您的销售和市场模式带来的影响
- 采取适当的行动以及时应对新的政策和法规
- 通过把种种限制转换为机会来扩大您的销售网络和销售率
- 改善业务模式，适应当前的市场和开拓新的市场
- 如何减少风险、提高竞争力？

牛正乾 首席顾问  
中国医药经济研究中心  
(中文演讲)

## 1000 第二场 - 案例分析

在销售团队有效性(SFE)的计划和执行当中融入中国特有元素，以发挥最大的效率

- 强调执行SFE时有必要融入与修改的特殊元素
- 聆听并理解销售代表对SFE情绪型的反抗
- 让全公司各层面参与到策划与执行之中，以确保涵盖所有人的需求和利益
- 鼓励销售代表参与到新的SFE，并强调其参与的重要性
- 评估变化：收集反馈并快速给予回应，以实现更好的效果

Henry Lee 副总裁兼业务部主管  
中国卫材药业  
(英文演讲)

## 1045 茶歇

## 1115 第三场 - 案例分析

医药销售改革：从传统销售到以客户为中心的营销

- 追踪客户的需求、专业、联系资料、处方习惯，在销售过程中运用这些信息，跟顾客建立长期友好的关系
- 有效利用科技工具，简单方便地获得信息
- 定期更新和保留客户的资料，以减少客户流动率带来的影响并提高销售成长率
- 快速回应客户的疑问及要求，提高客户满意度、加强销售代表与客户的关系

Janet Dong 肿瘤事业部商业分析总监  
北京诺华

## 1200 第四场 - 案例分析

会议之后：将策略具体转化为行动！

- 实施一个战略路线图，确保销售团队有清晰的目标并实施达成预期目标的过程
- 利用资源、合适的科技工具来追踪和协助您的战略
- 鼓励互动沟通，确保每一个人都清楚目标和执行对的策略
- 利用有效的工具来评估销售绩效，进而缩短基线目标的距离
- 奖励销售人员的努力，使用财政及非金钱激励，提倡的个人成就感和责任感

刘敏 全国销售总监  
优时比  
(中文演讲)

## 1245 午餐

## 1400 第五场 - 案例分析

利用有效科技系统来改进销售过程

- 在销售过程中运用销售能力自动化(SFA)
- 与所有相关部门和使用者沟通起系统的重要性和好处
- 制造系统的绩效评估，以确保其系统确实对销售过程有所帮助

Yan, Tang 总经理  
Cegedim Asia Pacific

## 1445 第六场 - 案例分析

建立销售团队的指挥系统，全面改善SFE

- 追踪销售团队的绩效，据之提供辅助性的指导和材料
- 让经销商使用其系统，让您全面掌握全国销售情况
- 及时更新客户与产品资料、尽快对任何改变做出反应，以提高竞争优势
- 从市场部、销售部、运营部到商业策略策划部，让所有相关部门有效利用其系统的资料和讯息

Jason Wu 运营总监  
碧迪医疗器械  
(中文演讲)

## 1530 茶歇

## 1600 第七场 - 案例分析

充分发挥您现有人才的潜能

- 改变心态：强调投资于经验尚浅的年轻人的价值
- 在培训过程中与销售代表建立良好的关系
- 经常针对优点及短处进行评估，并和指导与培训做相结合
- 避免单一指导方式：根据销售代表的特性量身定做其需要的指导

Winston Xue 肿瘤和特殊药品事业部全国销售总监  
拜耳医药  
(中文演讲)

## 1645 第八场 - 嘉宾讨论

讨论、描绘理想的中国销售团队有效性

- 阐释一个成功的SFE所要面临的挑战和其成功的要素
- 整合、加强跨部门的合作以达到进一步的销售运营成功
- 制定一个涵盖了销售策略、人员部署、资源分配、团队管理的全面性计划

主持：  
Henry Liu 全国高级销售总监  
南京美瑞制药

讨论嘉宾：  
张钺 销售运营主管  
Allergan China

Siyuan Chen 战略和市场营销运营主管  
诺华疫苗

## 1730 第一天结束

## About the Silver Sponsor



Cegedim Dendrite 是生命科学行业客户关系管理系统、医院医生数据及服务的全球领导者。针对生命科学行业的专门设计，我们创新的业务解决方案和全球化的运作充分考虑了全球、区域和当地生命科学行业的发展趋势。Cegedim Dendrite帮助全球顶尖公司的200,000用户时时刻刻应对挑战，并保持市场领先地位。此外，Cegedim Dendrite还在80多个国家提供销售、市场和合规的解决方案。

## About the Endorser

中国医药保健品营销协会(China Medicine Health Products Marketing Association, CMHPMA)是由中国国内外医药及保健品营销、策划、生产及经营方面有关营销专家、学者、企业领导倡导发起，在国内外有关医药及保健品企业的支持下，于2004年1月份成立。

中国医药保健品营销协会面向国内外，积极做好医药及保健品企业的营销服务工作。本会的性质是由医药及保健品的企业、事业和科研单位自愿组成的社会团体，是跨地区、跨部门的行业组织。促进医药保健品营销事业的发展 and 人类的健康是我会的宗旨。

国际联络: Suite 1003, 10/F., Chung Sheung Building, 9 Queen Victoria St., Central, Hong Kong (香港中环域多利皇后街9号)  
电话: 00852-6552 1222 手机: 13143831222 (中国深圳)  
E-mail: yxxh@cmhpma.org.cn  
Website: www.cmhpma.org.cn

## 0830 签到及早茶

## 0900 开幕及大会主席致辞

**鲍志伟** 副总裁；销售及市场经理  
**深圳美的连**

## 0915 半日特别培训

**通过维持销售代表的士气来提高销售率**

没有优秀的销售团队和有效的销售过程，即使一个完善的销售策略也不会成功。了解销售代表的需求将会帮助您激励他们争取好的销售业绩。一个有效的激励机制不只是指金钱上的奖励，还包括满足员工的需求，比如个人荣誉、职业发展、成就感等。

很多公司都积极地招聘新销售代表，可是公司里原有的销售代表却可能因此而受到这些新人们高士气和努力而得出良好业绩的冲击。最终，他们或许会因此而离职，或者原本最佳销售的位置会被取代。然而，与其利用这一点来威胁他们，倒不如创造一个良好的系统和工作环境来激励他们，取得比以前更好的业绩。

这一次的特别培训将会引导您改进奖励机制，探讨如何有效利用非奖金奖励来提高销售代表们的效率和其对公司的忠诚度。

**在原有的销售团队中保持士气**

- 改变心态：没有任何人是无可取代的
- 创造一个严厉但合理的配额设置给原本有经验的销售代表，确保他们与新人走在同一个步伐上
- 团队间互相学习：新旧销售代表互相交流和合作

**通过非奖金式的奖励，留住并鼓励您的人才**

- 使用非金钱的认同，提高职业发展，工作满意度和公司忠诚度
  - 工作轮换
  - 出差机会
  - 升迁机会
  - 培训课程
- 鉴定哪一些非金钱式的认同会对团队的士气带来直接的影响
- 把销售团队的反馈与意见纳入此系统的绩效评估

培训师：

**黄常捷** 执行总监  
**方相管理咨询公司**

## 1230 午餐

## 1345 第二场 - 案例分析

**扩大销售团队，有创意的吸引新人才：从人力资源部的角度来谈**

- 改善招聘策略：从工作文字说明，招聘计划到面试过程，减少错误并建立优秀的销售团队
- 有效利用社会网站，猎取更好的人才
- 宣传技巧：利用公司的品牌效应来吸引和留住人才
  - 新闻宣传
  - 公益活动展示
  - 口碑传播

**Shuhong, Wang** 人力资源总监  
**诺和诺德中国制药**

## 1430 第三场 - 案例分析

**为公司长期发展和成功，培养员工的忠诚度**

- 创造一个友好且高效率的工作环境
- 倡导一个开放互动的沟通渠道，培养归属感
- 采取民主、非集中化的工作环境，使沟通更加畅顺
- 设立目标明确的策略，确保员工们了解自己在公司的角色，如何对公司的成功作出贡献，以增加对公司的忠诚度

**Jenny Bian** 商务总监  
**赛诺非-安万特制药**  
(中文演讲)

## 1515 茶歇

## 1545 第四场 - 专家分享

**促进管理层和销售代表的沟通，使得SFE更有效地执行**

- 选择适合的沟通方式和工具，减少日益复杂的销售环境造成的混乱
- 鼓励开放透明文化，加强团队间的关系，鼓励由下至上的沟通
- 利用问卷调查、一对一会议等方式来检视沟通渠道的有效性
- 把理论具体运用到实际KPI系统的执行和销售进度检测

**Andreas Amrein** 总经理、亚太区主管

**雅培糖尿病护理**

(英文演讲)

## 1630 第五场 - 嘉宾讨论

**新的法规、新的策略：充分了解您的客户及满足他们的需求**

- 医改之下，医院运作如何变化
- 深入探讨医院的需求，与院方维持长期良好关系
- 仔细聆听您的顾客：让您的产品发展规划配合院方不断变化的需求
- 客户关系管理（CRM）效益最大化，支持业务结构和迅速地对变化的市场需求做出反应

主持：

**鲍志伟** 副总裁；销售及市场经理  
**深圳美的连**

讨论嘉宾：

**陈菲敏** 销售与市场部经理  
**第一三共制药**

**Leon, Wang Hui** 全国医院商务经理  
**西安杨森制药**

## 1715 第二天结束

**为什么不能错过此会议？**

由中国政府推行的医疗改革是国内医药行业成长的主要驱动力。医改为医药公司创造了渗入国内市场、建立强大品牌和进一步扩大市场占有率的良机。这个机会对许多跨国企业来说尤其重要，因为他们背负着来自总公司对其超群增长率的期望。

销售和市场团队更是被给予重任，以彻底开发中国市场的潜力。然而，众多医药企业都在质疑现有的销售策略是否有效。许多企业的销售策略都被不断改变的市场环境和政策规管深度考验着。在这个日益复杂的市场之中，人才短缺加上来自总公司的压力，企业领导们了解要在这个潜力市场里生存和发展，他们就必须具备三个要素：有效的销售策略、灵活的系统以及高效的销售团队。

为了实现市场潜力的挖掘和企业持续的发展，这个“制胜医药销售团队有效性国际论坛”将会集合各家企业的领导，探讨医改带来的机会与风险、最理想的销售团队有效性、市场数据利用效益最大化、销售代表流动率的具体解决方案，以及最有效的销售团队管理。

**谁有必要参加**

以下部门的副总裁、总经理、主管、总监、高级经理、主任：

- 销售团队有效性
- 销售/营销与市场部
- 大客户管理部
- 商务部
- 商业部/商业发展部/商务支持部
- 销售部/销售运营部
- 市场部
- 商业分析部
- 分销渠道管理部

来自以下行业：

- 医药
- 生物科技
- 保健
- 医疗器材

**About the Media Partner**

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