

ACCOUNT ACCESS

Hospital Sales Force Effectiveness

Hospital Sales Force Effectiveness provides insights that drive institutional field force performance and value to diagnose and prioritize efforts to improve field force behaviors, approaches, business plans, resources, training curriculum and to understand institutional customer needs.

- Diagnose and prioritize efforts to build effective partnerships with community/teaching hospitals
- Identify weaknesses and opportunities for improvement in account plans
- Identify opportunities and resources to differentiate company and relationship from competitors
- Develop training curriculum and to understand institutional customer needs

Use **Hospital Sales Force Effectiveness** to:

- How do account executives build trust and credibility through long-term partnerships? What are the objectives of these relationships?
- What are the characteristics of effective account executives that build trust and credibility with hospital stakeholders? What are the benefits?
- How do account executives demonstrate value with hospital stakeholders?
- What resources and/or programs must account executives provide to deliver measurable value when calling on key decision-makers in the hospital segment?
- How can account executives align goals and priorities with the goals and priorities of hospital stakeholders? What are the benefits of aligning goals and priorities?
- What distinguishes the account executives who are most effective in providing value to hospital stakeholders?

Trends in Effective Selling in Community Hospitals

TBD

- Trends in access and hospital stakeholder-representative interactions in community hospitals.
- Characteristics of effective field executives that build trust and credibility with community hospital stakeholders.
- Resources and/or programs field executives must provide to deliver measurable value when calling on key decision-makers in community hospitals.
- Community hospital stakeholders needs and what value most from interactions with field executives.
- Field executive traits who are most effective at providing value with community hospitals.

Trends in Effective Selling in Teaching Institutions & Academic Medical Centers

TBD

- Trends in access and hospital stakeholder-representative interactions in teaching institutions and academic medical centers.
- Characteristics of effective field executives that build trust and credibility with teaching institutions and academic medical centers.
- Resources and/or programs field executives must provide to deliver measurable value when calling on key decision-makers in teaching institutions and academic medical centers.
- Teaching institutions and academic medical center stakeholders needs and what value most from interactions with field executives.
- Field executive traits who are most effective at providing value with teaching institutions and academic medical centers.

This product may also include relevant market alerts, real-time assessments of recent changes, or discussions of market events. EVERSANA reserves the right to change the timing and/or topics of its syndicated research publications.

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