

FIELD CFR TRAINING MANAGER

Division / Department: **COMMERCIAL EXCELLENCE**

Reports to: **COMMERCIAL EXCELLENCE MANAGER**

1. Context

The Field CFR Training Manager is part of the Commercial Excellence department. He/she reports to the Commercial Excellence Manager and is responsible for the training and the coaching of the CFR's.

2. Purpose of the job

To help create a performance culture, drive the implementation of the Daiichi Sankyo customer-centric Key Account Management approach to enhance knowledge and to develop and maintain competitive skill set.

Together with National Sales Director, RBM's identify needs, design, coordinate and implement appropriate training & coaching programs according to defined and validated Personal Development Plans (PDPs) & company strategy to enhance competency levels in order to contribute to the achievement of the sales targets.

3. Result areas

1. **Identify needs, develop, coordinate and implement training & development programs on knowledge, skills and attitude in cooperation with RBM's, cross-functional departments and HR**
 - a. Work with the Commercial Excellence Manager, the National Sales Director, the RBM's and other key stakeholders to ensure that appropriate tools exist to support the CFR's through conducting effective training needs analysis.
 - b. Conduct regular training needs analysis across the customer facing teams, working with individuals and key stakeholders to assess requirements.
 - c. Pro-actively identify training solutions and interventions building plans in accordance with DSBE priorities.

- d. Elaborate individual and collective training plans in close collaboration with the RBM's, the CFR's, the cross-functional departments and HR.
 - e. Pro-actively engage with CFR's and RBM's to discuss training and development needs identified in personal development plans.
 - f. Coordinate and/or execute trainings according to the elaborated training plans.
 - g. Support the CFR's in the field to put in practice the learnings from the training and development programs.
 - h. Ensure feedback loops to the RBM's, the cross-functional departments and HR.
 - i. Put key metrics in place to evaluate and create current and on-going knowledge and competencies in CFR's.
- 2. Support the roll-out of the company CFR strategy, presented in cycle & team meetings by organizing, coordinating and/or executing workshops during CFR meetings and by coaching in the field**
- a. Participate to the cross functional meetings and to the RBM's and KAM's staffs
 - b. Contribute to the efficient and smooth preparation and roll-out of the cycle and team meetings
 - c. Follow-up on these meetings by coaching in the field
 - d. Drive ownership of self-development and continuous improvement
- 3. Manage external agencies and training budget, use innovative learning methodologies and act as single point of contact for Daiichi Sankyo Europe training department**
- a. Identify, select and manage local vendors when appropriate
 - b. Manage training budget together with HR
 - c. Continually look for more effective learning techniques and methodologies to ensure that DSBE can attract, develop and retain Customer Facing profiles.

- d. Act as a single point of contact for training purpose with Commercial Excellence at Daiichi Sankyo Europe and ensure best practice sharing with other affiliates and Commercial Excellence at Daiichi Sankyo Europe.

4. Competencies

4. Technical/Professional Knowledge:

- Perfectly trilingual French/Dutch/English
- Prior experience of dealing with SFE programs or initiatives
- Training and development needs analysis and training program design and delivery
- Conception, writing and development of training strategies and interventions Experience of successful pharmaceutical sales in Cardiology
- Experience of working in the Cardiology markets
- Experience of successful pharmaceutical sales and coaching in secondary care specialist medicines-preferably Cardiology
- Advanced presentation and behavioral skills
- Advanced user of Microsoft Office software products
- Master's Degree in Business Administration, Psychology or equivalent