

The NAPRx® Announces its Agreement as An Official Media Partner with PharmaForce 2008

By NAPRx®

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At PharmaForce 2008, you will gain strategic insight into overcoming your sales strategy challenges and ensure you walk away with usable strategies to boost the ROI of your sales force while remaining compliant in this highly competitive environment.

The NAPRX® is proud to announce its agreement as an Official Media Partner with PharmaForce International. PharmaForce International is the global leader in pharmaceutical sales, marketing and medical benchmarking. Pharmaceutical and biotech companies throughout the world utilize PharmaForce's 2008 syndicated industry studies and proprietary research capabilities to better evaluate competitors, allocate marketing resources, maximize the success of product launches and communicate with all customer constituencies.

At PharmaForce 2008, you will gain strategic insight into overcoming your sales strategy challenges and ensure you walk away with usable strategies to boost the ROI of your sales force while remaining compliant in this highly competitive environment.

This workshop will take a deep dive into best practices and lessons learned in dealing with 5 main challenges. You will:

- Develop cost-effective, innovative training programs that are fun and engaging to ensure understanding of core curriculum and fundamentals
- Analyze the costs and benefits of new technologies like pod casting and simulations to ensure your delivery channel is constantly evolving
- Align the needs of learners and participants with organizational goals
- Address generation gaps and the expectations for development from generation Y
- Customize skill-based training to address customer needs.

All NAPRx® members gain a 15% discounted rate.

SPEAKER FACULTY:

Karl A Braun – Vice President, Sales, Ophthalmics and Endocrine Care, Pfizer Inc.

David Ridenour – Vice President, Western Zone Sales, Wyeth Pharmaceuticals

Clinton Lewis – President, US Operations, Animal Health Group, Pfizer Inc.

Bruce Braughton – Associate Vice President, Allergy Marketing, Sanofi-Aventis

Mike Capaldi – AVP, Sales Training & Leadership Development, Sanofi-Aventis

Liliana Gil – Worldwide Director of Marketing Services and Hispanic Marketing Strategy Lead, Johnson & Johnson

Scott Hull – Field Sales Technology Manager, Abbott

Jennifer Cerny – Senior Regional Business Manager, CDept Consumer Health Care, Boehringer Ingelheim GmbH

Ramesh Krishnan – Director, Marketing Science, Wyeth Pharmaceuticals

Carolyn Rogers – PMP, RTP & SCS Plan Manager, Sales Incentive Management, GlaxoSmithKline

ADVISORY BOARD:

Mark Gossett – VP, Marketing, J&J

Jay Schwartz – Area Vice President, Sales, GlaxoSmithKline

Mike Capaldi – Associate Vice President, Sales Training & Leadership Development, Sanofi-Aventis

Kevin Guthrie – Vice President, Commercial Operations, Solvay Pharmaceuticals, Inc.
John Copeland – Associate Director, Strategy Development, Merck & Co., Inc.
Kevin (Joe) Newbill – Associate Director/Global Sales and Marketing Performance & Learning, Merck & Co., Inc.
Fiona Bell – Director of Sales Operations, CRM Systems and Sample Accountability, Sepracor
Amber Schultz – Sales Operations Manager Rituxan, Genentech, Inc.
Frank Battaglia – Ass Dir, Strategic Targeting and Alignment, Bristol-Meyers Squibb

Now on its 4th year, PharmaForce is the most comprehensive Sales Force Effectiveness Summit for the Pharmaceutical industry. It was created in 2005 to support and address the challenges posed by the constantly evolving environment in which the pharmaceutical sales force operates. PharmaForce brings together representatives from large, small and specialty pharmaceutical manufacturers and Biotechnology companies.

The high-level networking opportunities and extensive thought leadership make pharmaceutical sales executives and their teams come back year on year to share new ideas and continuously learn from one another's experience.

PharmaForce brings together thousands of executives every year to discuss and debate a myriad of industry perspectives and best practices offering numerous opportunities to learn and develop innovative strategies to ensure growth and success.

The National Association of Pharmaceutical Representatives® (NAPRx®) is the United States largest trade association for sales reps, sales managers and sales trainers who work in the pharmaceutical industry. NAPRx® represents sales representatives who work in the pharmaceutical industry and provides Continuing Medical Education to its members as well as candidates who look to enter a pharmaceutical sales career. The NAPRx® (National Association of Pharmaceutical Representatives®) is widely known for its CNPR® Training Program which provides vocational education for individuals looking to enter a pharmaceutical sales career. The CNPR® Training Program provides necessary product/industry knowledge; selling guidelines and regulations; medical terminology; pharmaceutical selling techniques; drug sampling; physician detailing; introduction to pharmacodynamics and pharmacokinetics. The CNPR Program is available by correspondence directly through the NAPRx® or can also be taken at over 300 universities/colleges in the United States. www.salespharmaceutical.org

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The largest association in the United States representing over 48,000 pharmaceutical sales representatives.

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| Email | Click to email author |
| Phone | 800 913-0701 |
| Address | 2020 Pennsylvania Avenue # 5050 |
| City/Town | Washington |
| State/Province | District of Columbia |
| Country | United States |