

Nexus Coaching

Standardize Coaching Best Practices
and Empower your Field Force

Every pharmaceutical company understands the importance of assessing their pharmaceutical representatives during initial training and building a continual assessment and development process to maximize the revenue generation potential of their sales force. With changing market dynamics, the need to standardize coaching best practices across the organization is greater than ever, together with measuring individual performance against sales and call targets.

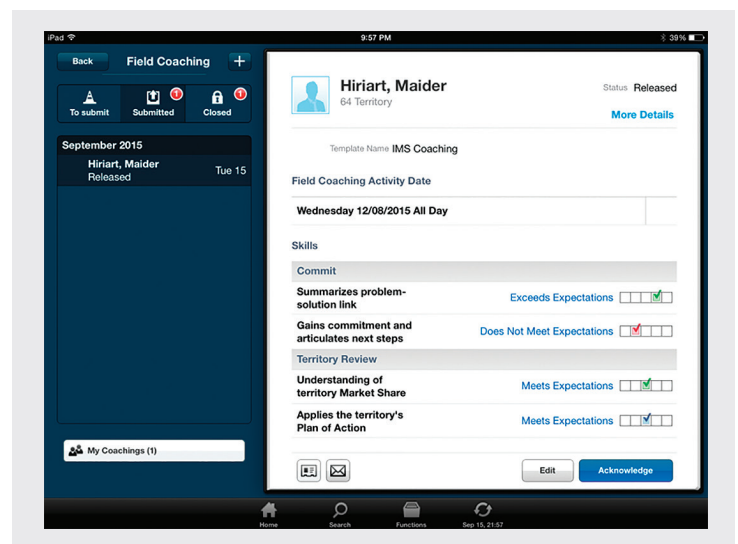
Created specifically for life sciences, **Nexus Coaching** is the only coaching app, available both online and offline, that goes beyond the limitations of traditional field force coaching by using best practices, clearly-defined workflows, and results measurement that drives improved territory performance.

Key Features:

- Coaching app accelerates and improves the coaching process with workflows, skill definitions and questions.
- Coaching Highlights
- Can be seamlessly integrated with your organization's existing CRM and sales force automation system, or used along with Nexus Mobile Intelligence performance dashboards.

Benefits of the Field Coaching Module:

- Pharmaceutical reps and district managers can quickly and easily manage territory POAs, identify high potential zones, and build up competencies.
- Field force coaching process is accelerated and improved through workflows for Performance Improvement, Skills and Competency Improvement, and Coaching Session Best Practices.
- Drives reach and frequency for key HCPs through KPIs generated by the solution.
- Improves productivity, performance and engagement of the sales force.



Turn employee info into development potential

Nexus Coaching helps the medical rep answer questions like:

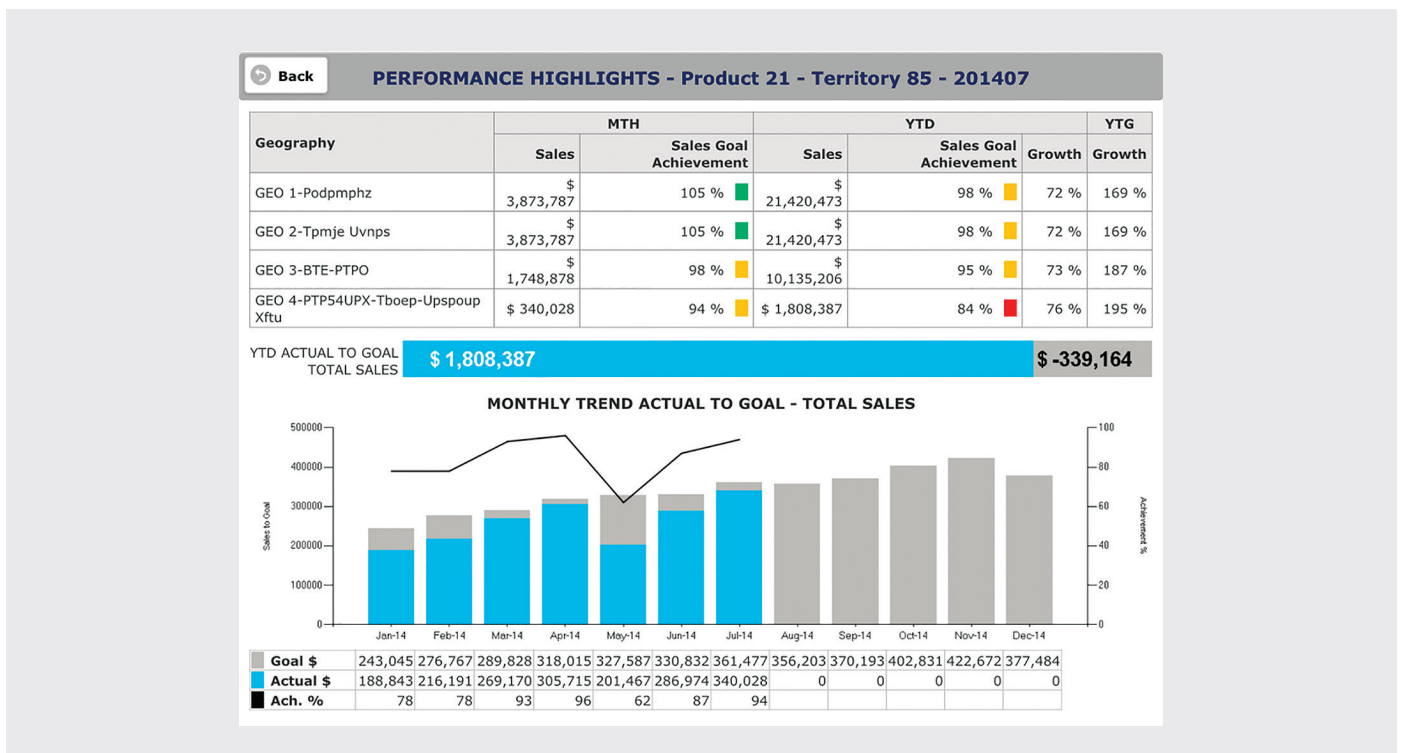
- How am I performing to my sales target?
- How am I performing to my call target?
- How can I tailor my message to resonate with each customer?

Improve performance through clear direction

- Easily select skills to be developed for each employee
- Measure growth paths: Rate stages, set criteria, develop examples
- Action insights into a tailored, collaborative development plan
- Schedule a coaching session using a field coaching form

Turn previous coaching agreements into result measurement

- Highlight dashboards are tailored to user (my territory and my products) with healthcare professional calls and prescribing details
- Key dashboard views track performance to sales, call targets, and summary information about each customer



Dashboard views track individual performance to sales, call targets, and summary information about each customer