

# The Value Proposition

Provider: Learning Content

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**Summary:** Yukon Training partnered with a major pharmaceutical company to provide customized training for their entire field sales force on the value proposition of their product as it relates to managed care.

The training was both live and online with weekly learning reinforcement delivered via Yukon's proprietary tool, CAMEO®.

Yukon layered in training to assist with the understanding of the nuances of managed care and how the company's product was impacted by cost containment strategies.

**Situation Analysis:** Needing to find a solution that was more than a managed care overview, the company turned to Yukon to implement a hands-on session where managed care information was turned into practical application. Value propositions were developed in the workshops that were specific to the formulary status in varied marketplaces. A multi layered plan to educate the sales force was developed and implemented.

**Methods/Approach:** Several meetings with leadership, sales training, marketing and Yukon Training were held to:

- Identify the need
- Review initial findings
- Devise sustainable solutions

Their overarching desire was not to have a "one and done" session and not have a "theory only" workshop, rather it was to educate, apply and execute new knowledge.

This was completed in a multi phased rollout over 4 live training events with senior leaders, marketing, field leaders, and to the field sales force.

The overarching goal of the training was to communicate value in a managed care setting that will enable them to strengthen long term strategic relationships at all levels within a customer organization.

**Conclusion:** Workshops at four different levels within the organization were completed successfully. Over 650 employees were trained at four different live meetings on the nuances of managed care and how to expertly deliver customized value propositions to effectively address managed care challenges.

**About Yukon:** Yukon Training, Inc. specializes in the development and delivery of customized training programs for companies around the world. Each of our programs is designed to meet the needs of our clients. Our facilitators have experience in sales, account management, marketing, training, and senior sales management. We work with our customers to assist them solve specific problems related to growing and securing business.

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