

STAKEHOLDER ALIGNMENT SOLUTIONS

PrinceHealth, LLC



BUILD SHARED GOALS AND MUTUAL ACCOUNTABILITY BY...

- Diagnosing Specific Gaps that Lead to Mis-Aligned Objectives and Strategies
- Addressing Conflict Between Stakeholders
- Aligning Stakeholders Around Targeted Business Objectives

Engage Key Stakeholders



Our expert facilitators will...

- > Breakdown Silos and Barriers
- > Drive Sustainable Performance
- > Build Team Direction and Focus
- > Align Goals, Strategies and Action Plans
- > Solve Problems and Address Critical Issues
- > Boost Organizational Communications, Collaboration and Coordination

THE PRINCE HEALTH PROCESS



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Aligning Sales and Marketing Goals, Activities and Incentives

Company:

Multi-Billion Dollar
Pharmaceutical Company

Stakeholder Teams:

Sales Leaders and
Marketing Brand
Team Management

Problem:

Frequent communications
breakdowns related
to brand strategy
and tactical activities

Root Cause:

Goal misalignment
between departments

Solution:

Held three stakeholder
conferences over six
months. Employed a
facilitative process to
define the problem, align
goals and activities, and
develop new working
relationships

Result:

Developed a new
roadmap for marketplace
goal setting, strategic
planning and an agreed
tactical direction

Background: The heads of Sales and Marketing in a large pharmaceuticals company recognized a lack of alignment and coordination in the direction and activities taken by the Sales Department and Marketing Teams. During the past year, the company made significant change to the management team and organizational sales structure, and shifted product focus from a hospital-based line to both hospital and office based.

Define the Problem: There were frequent communication breakdowns and disagreements related to sales and marketing strategies, tactics and action plans. This led to friction and an attitude of: *"We'll go our own direction"*, which ran counter to achieving sales targets. Survey and interview process pinpointed goal misalignment as the root cause of the problem.

Developed a Plan

- > Agreement was gained to hold a series of stakeholder conferences with the aim of aligning goals and activities.
- > In advance of stakeholder sessions, interviews were conducted with sales and marketing leaders to determine their perspective of the problem and to diagnose specific gaps
- > Buy-in was gained with key stakeholder team leaders to hold facilitative stakeholder conferences
- > Stakeholder conference objectives and process were developed

Facilitated Three Stakeholder Conferences

- > Pinpointed the root of the issue
- > Created an environment for active exchange of opinions, insights and new ideas
- > Gained understanding and recognition of the other team's perspective and goals
- > Developed areas of mutual agreement focusing on a "customer-first" approach
- > Aligned stakeholders around shared business goals specific to customer needs and product pull-through selling
- > Defined working relationships and mutual responsibility to achieve goals
- > Advanced organizational communications skills

Results

- > Recognition that shared goals and customer-focused problem solving drives mutual accountability and collaboration
- > Developed a new "roadmap" for marketplace success and a renewed sense of partnership
- > Incorporated the stakeholder process into the brand and sales planning cycles
- > Built stronger and more aligned working relationships