MCE

READY-TO-RUN IN-COMPANY



Building Customer-Centric Commercial Excellence in Pharma & Biotech

PHARMA & BIOTECH

READY-TO-RUN

What is a **Ready-to-Run** programme?



MCE's Ready-to-Run programmes are standard MCE programmes delivered to one organization at a time. There are no public sessions or individual registrations.

01

Standard content

The programme is delivered as designed: the same six modules for every group.

02

Your team only

Only participants from your organization are in the room.

03

You choose the logistics

Dates, group and format: on your site, at a venue or online.

How does Ready-to-Run compare with other MCE formats?

	Open programme	Ready-to-Run	Custom programme
WHO ATTENDS	Individuals from different organizations	Your team only	Your team only
CONTENT	Standard	Standard	Designed for you
DATES & LOCATION	Scheduled public sessions	You choose	You choose
A GOOD FIT WHEN	You are developing one or a few people	You have more than three people to train	You need content designed for your organization

More than three people to train?

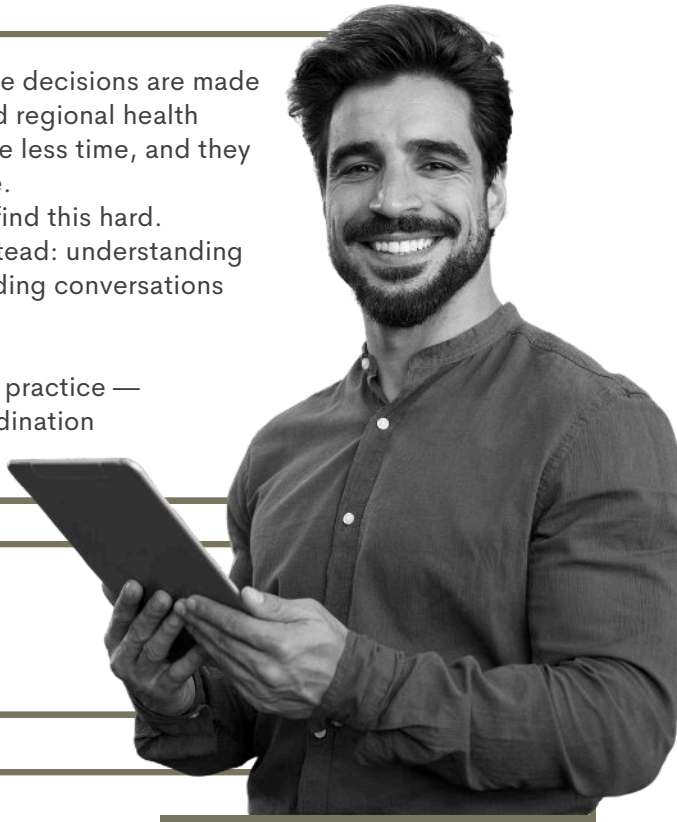
If you plan to send several people to an open programme, a Ready-to-Run programme for your team is a practical option to compare.

Request a quote >

Building Customer-Centric Commercial Excellence in Pharma & Biotech

Make every customer interaction relevant, valuable and worth the customer's time.

Why This Programme Matters to You



Access to healthcare professionals is tighter than ever, and more decisions are made by hospital committees, formulary and procurement groups, and regional health authorities rather than by individual prescribers. Customers have less time, and they expect every interaction to be relevant and backed by evidence.
Commercial teams organised around products and call targets find this hard. Customer-centricity means organising around the customer instead: understanding their needs, knowing who decides, planning accounts, and holding conversations that create value for both sides.

This programme helps your commercial teams make that shift in practice — with the tools, the account plans and the cross-functional coordination to earn time with customers.

Competences

- Customer centricity
- Account planning
- Stakeholder mapping
- Value conversations
- Trusted relationships

Who Is It For

You lead or work in sales, key account management, marketing or customer engagement, and you want your teams to earn time with customers by being genuinely useful to them.

Experienced Managers

Professionals & Specialists

Learn, Practice and Use

- **Understand** what customers need, not just what they prescribe.
- **Map** the decision-makers and influencers in hospitals and health systems.
- **Design** customer journeys around real needs.
- **Plan** and manage your most important accounts.
- **Hold** value-based conversations that go beyond product features.
- **Coordinate** commercial, medical and access around the customer.
- **Build** trusted, long-term stakeholder relationships.
- **Leave** with a customer-centric plan for a key account.

PRACTICAL INFORMATION

DURATION
3 days

BUSINESS IMPACT

Strengthens stakeholder engagement, improves customer experience, and helps commercial teams create sustainable competitive advantage through more relevant and value-focused interactions.

Click here for the full programme outline

Programme Modules

1

From Product Push to Customer Value

Access to healthcare professionals is more limited, and more decisions are made by committees and health authorities. You look at what this means for commercial teams, and what customer-centricity really means in practice.

2

Understanding Customers and Their Ecosystem

Customers are no longer just individual prescribers. You map the decision-makers, influencers and needs in hospitals, networks and health systems, and design customer journeys around them.

3

Strategic Account Engagement

Your most important customers need more than regular visits. You work on account planning for these customers: their priorities, your objectives and how to create value together over time.

4

Value Conversations That Earn Time

Customers have less time and expect every meeting to be useful. You practise conversations that link your offer to the customer's own clinical, operational and financial challenges.

5

One Team Around the Customer

Customers get confused when commercial, medical and access teams each contact them separately. You work on coordinating these teams around key customers, with clear roles and within compliance rules.

6

Your Customer-Centric Account Plan

You apply what you have learned to a real key account or customer segment. You leave with a clear plan to make your engagement more relevant and valuable for that customer.



Learn

the key business skills and knowledge you need for your management role today and tomorrow



Practice

the skills you learn and get feedback, recommendations and coaching



Use

what you learn and practise as soon as you get back to your office

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