

CLIENT: ELI LILLY

PROJECT: ACCOUNT MANAGEMENT PROGRAM

Background:

Eli Lilly is a leading innovation-driven pharmaceutical corporation. The company's vision is to work creatively to understand its customers' needs and meet those needs in a superior manner. Based on changing healthcare market trends and to better meet its customers' requirements, Eli Lilly formed a Business-to-Business (B2B) organization comprised of Account Executives and Account Teams.

Challenge:

Eli Lilly's Account Teams needed to develop new ways of thinking and behaving, representing a significant difference from past approaches to account planning and management. For the initiative to be successful in a customer-driven marketplace, Account Teams needed to understand the nuances of key accounts and deliver products and services aligned with customer business needs. This also required establishing strong business relationships at different levels within the customer's organization.

Solution:

NewLeaf worked with Eli Lilly to design and implement a three-year initiative to raise the productivity of the Account Executives and Teams by institutionalizing a disciplined, methodical approach to account planning and management. The phased program focused on developing Advanced Core Competencies, Focused Skill Development and Advanced Skill Development.

Results:

After participating in the program, Eli Lilly Account Teams were able to:

- Clearly articulate B2B's direction, strategy, core processes and linkages to other Lilly areas.
- Deploy a training program that builds deep competencies in key B2B roles and leads to broader and deeper relationships with Eli Lilly's key accounts.
- Implement a disciplined, methodical approach to Account Management using a common language that supports long-term market dominance.