



## How aligned is your Commercial team?

### How effectively is your Brand Strategy being executed?

**STEM Commercial projects quantify and benchmark strategic alignment for Marketing and Sales teams to identify strengths to build from and opportunities to improve to further accelerate performance.**

By conducting interviews and in-call HCP observations, STEM is able to collect >140 KPIs providing a window into what is happening in your organisation.

STEM gives you highly actionable insights to further accelerate performance every 6-12 months.

Our methodology measures the effectiveness of both Commercial leadership and Field teams. We measure -



To what extent the cross functional team knows and believes in the brand strategy and whether you lose traction the deeper you go into the organisation



What the belief is in the brand messaging, core story and materials and how are these used during HCP interactions



How aligned teams are on the target patient



What percentage of calls sales representatives truly engage HCPs through high value questions



How often there is a clear outcome to the HCP interaction where the HCP has agreed a clear behavioural change





## What do our Commercial clients say about us?

*“The STEM model enables me to view how consistently our strategy is being implemented at all levels of the organization. It’s been a critical diagnosis for making rapid improvements during our 3 launches this year”*

President, US

*“STEM provides a powerful mirror to pinpoint action plans to accelerate team performance”*

Board Member & Head of Global Marketing

For further information visit our website at [www.stemhealthcare.com](http://www.stemhealthcare.com)

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Accelerating High Performance

