

DBM Name \_\_\_\_\_ Representative Name \_\_\_\_\_

## Introduction

The DBM Coaching Guide is a reinforcement resource that should be used as an evaluation tool for both DBMs and representatives. It helps guide the implementation of brand strategies, objectives, and marketing messaging into practice. The DBM Coaching Guide helps representatives with:



Goal Setting



Account Planning



Evaluating Progress

## Goal Setting

The following open-ended questions can be used to guide conversations with representatives toward setting SMART goals to reinforce training objectives.

Discussion Questions	Notes
✓ What aspects of the training did you feel were the most important?	
✓ What aspects of the training did you feel most confident about?	
✓ What aspects of the training were the most difficult to learn or understand? ○ What questions do you still have?	
✓ How do you think knowing this information will benefit you in the field? ○ What are some specific examples or scenarios that come to mind?	
✓ What specifically could you do to reinforce what you have learned?	

**Goals:** Be sure to create goals that are SMART to ensure they keep you focused and moving forward. SMART = Specific; Measurable; Achievable; Realistic; Time-bound

## Account Planning

Use the following questions to think through specific account situations to help prepare for HCP conversations.

Account/HCP: \_\_\_\_\_

Discussion Questions	Notes
<ul style="list-style-type: none"> <li>✓ Based on what you know so far, what are the prescribing behaviors of this account for adults with CIC?                             <ul style="list-style-type: none"> <li>○ How did you come to this conclusion?</li> </ul> </li> </ul>	
<ul style="list-style-type: none"> <li>✓ What are you following up on from your last conversation with the doctor?</li> </ul>	
<ul style="list-style-type: none"> <li>✓ What do you think is most important to this HCP?                             <ul style="list-style-type: none"> <li>○ Which resource(s) and messaging would engage the HCP?</li> </ul> </li> </ul>	
<ul style="list-style-type: none"> <li>✓ What is your goal for this conversation?                             <ul style="list-style-type: none"> <li>○ What is the most important idea you want to convey?</li> </ul> </li> </ul>	
<ul style="list-style-type: none"> <li>✓ What questions or concerns do you anticipate?</li> </ul>	

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# Evaluating Progress

## New Resource Role-Play Checklist

Rep Name:	Yes	No	Notes
<b>Overall Remote Work Environment (if virtual)</b>			
Did the rep...			
Exhibit a professional appearance?			
Use a neutral background with proper lighting?			
Use a workspace with minimal disruptions?			
Show proficiency with technology and A/V quality?			
<b>Selling Message and Skills</b>			
Did the rep...			
Present a Pre-Call Plan?			
Match their messaging as they transitioned through the digital ISA?			
Use approved materials in accordance with previous certifications, including fair balance and no competitive claims?			
Handle objections appropriately?			
Close for a clear patient type?			
Note availability of 90-day prescription, where applicable?			
Complete a portfolio call?			
Offer Product PI?			

## HCP Discussions (DBM optional)

<b>Overall Observations:</b>
<b>Strengths:</b>
<b>Areas for Improvement:</b>
<b>Observed Patient-Specific Highlights:</b>
<b>Observed Patient Access &amp; Support Highlights:</b>
<b>Observed Call to Action/Positive Tension Highlights:</b>
<b>SMART Goal Progress:</b>