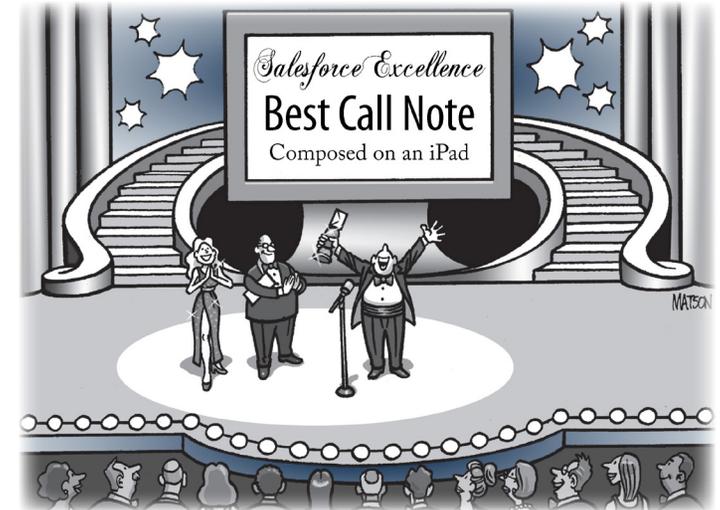


## Writing & document-related risk

# Effective Call Notes

Support the business.

Ensure proper handling of issues with regulatory implications.



### THE CHALLENGE

## Good records on HCP interactions

If your organization requires that sales reps create notes on their calls on health care practitioners, your reps need clear standards — and for a host of reasons, having to do with sales effectiveness, regulatory exposure, and litigation risk.

Our call notes training helps ensure that your reps craft good business records — call notes that:

- support the call continuum;
- cover essential points and only those points;
- are easy to understand and refer back to;
- record proper handling of any issues with regulatory implications.

### NEW ELEARNING PROGRAM

## Making call notes easy to write

*Effective Call Notes* is writing training tailored to this particular challenge. It provides a simple tool for structuring a three-step note covering all the critical points. Other notable features:

- **Customization.** We customize the content to each client's policies, sales practices, and SFA.

- **Deliverable to PCs or iPads.** Our program is deliverable to range of devices, so that reps with a bit of downtime can view the program no matter where they are or what device they have on hand.
- **Writing tools.** Our training doesn't just warn about what *not* to do; it shows reps what *to do*. Our simple writing tools keep notes lean yet ensure that critical points are always covered.
- **Job-aid.** Our printable job-aid highlights the most important guidelines and features model call notes showing proper handling of different types of HCP interactions.

### MULTIPLE VERSIONS

## Fit the program to your needs

The program comes in multiple versions:

- **Good Documents supplement.** For employees who have already received our *Good Documents* training, we have a version designed to reinforce the writing practices and principles presented in the program.
- **Standalone version.** Your employees haven't had *Good Documents* training? —No problem; we have a version that works as a standalone program on effective call notes.