



Verbalization Trials Workshop

Adempas® National Business
Meeting February 2024



Introduction



Workshop Objective

By the end of this workshop, you will be able to:

- Verbalize an engaging call tailored to an HCP segment that uses storytelling techniques and creates positive tension

Miro Board Reminders



- As you know, your completed HCP Activation Grids have been organized by HCP segment onto a Miro Board
- Before we begin this workshop:
 - Pull up the Miro Board
 - Find **your** HCP Activation Grid on the board in preparation for this workshop

Verbalization Trials



Overview of Verbalization Trials

The objective of this activity is to verbalize different aspects of your pre-call plan to a peer.



During this activity, participants will complete 3 verbalization trials with a partner:

- Annapolis, Dallas, SF, Miami, Nashville, LA: Everyone will be sent to a breakout room with a partner
- Chicago, Orlando, Whippany: Pair up with a person in your room

For each trial:

- With your partner, take turns:
 1. Stating the segment of your selected HCP
 2. Verbalizing the designated information with your partner
 3. Receiving feedback



Trial 1: Key messages



Trial 2: Storytelling techniques



Finals: Verbalize full call



Trial 1: Key Messaging



With your partner, verbalize:

- Key messages you plan to use



Trial 2: Storytelling Techniques

With your partner,, verbalize:

- Storytelling techniques you plan to use



Finals: Full Call



With your partner,, verbalize:

- Your full call



Workshop Huddle



Workshop Huddle



- What are some examples of tailoring key messages to HCP segments?
- What were some good uses of storytelling techniques in the pre-call plans?
- What are some key takeaways from this workshop?
- What changes did you make in verbalization vs planning?

Q&A



Q&A



- What questions do you have?

Thank You!

