

**DRIVETRAIN LEARNING**



# **ENGAGE**

## **the stakeholder**

Contact us for more information about our Navigate module series  
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## Account Planning

Account Planning- Opportunities

Account Planning- SWOT Analysis

Account Planning-Uncovering Goals

Account Strategies- Decision Criteria

Account Strategies- Strong Account Plan

Decision Criteria- Common and Unique

Decision Criteria- Stakeholder Decision Making

Decision Criteria- Uncovering

Decision Criteria- Use Of

Foregoing the Scheduled Maintenance- The 30 Second GPS

Health Outcomes- Best Practices

Health Outcomes- Guard Rails

Keys to Account Planning

Missing the Exit Again and Again

Understanding Decision Criteria

## Inquiring & Listening

Emptying the Trunk

Missing the Exit Again and Again

To Ask or Not to Ask... That is the Question about Questions

Uncovering and Developing Problems- To Ask or Not to Ask

Application Exercise – Active Listening

Active Listening

Curiosity and Informed Questions

Questioning Strategies and Challenges

Questions and Competitiveness

## Managing Stakeholders

Account Strategies- Gatekeeper

Account Strategies- Network

Decision Criteria- Consensus

Following the Ruts in the Road

IDN-Needs and Decision Criteria

IDN-Stakeholders

Medicare- Part D Stakeholders

Medicaid- Stakeholders

Preferences- Difficult People

Gaining Commitment Episode 1

Gaining Commitment Episode 2

Gaining Commitment Episode 3

# WHITEPAPERS

## Account Planning

Questions

Wants vs. Needs

Account Planning Blog Collection

## Inquiring & Listening

Active Listening

## Managing Stakeholders

Managing Stakeholders

Managing Stakeholders Blog  
Collection

# WORKSHOPS

## Account Planning

Account Planning

Needs and Wants

Opportunity & SWOT

Account Planning : Foundations  
to Engage Major Customers

## Inquiring & Listening

Call Planning

Call Openings and Questions  
with participant guide

Objections

## Managing Stakeholders

Stakeholder Influence  
with participant guide

Stakeholder Mapping  
with participant guide

Stakeholders and Account Goals  
with participant guide