

Commercial Learning & Development

PRESENTS

MIRROR

Results Reimagined

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MIRROR

A Solution That Reflects Your Goals

COMING Q1

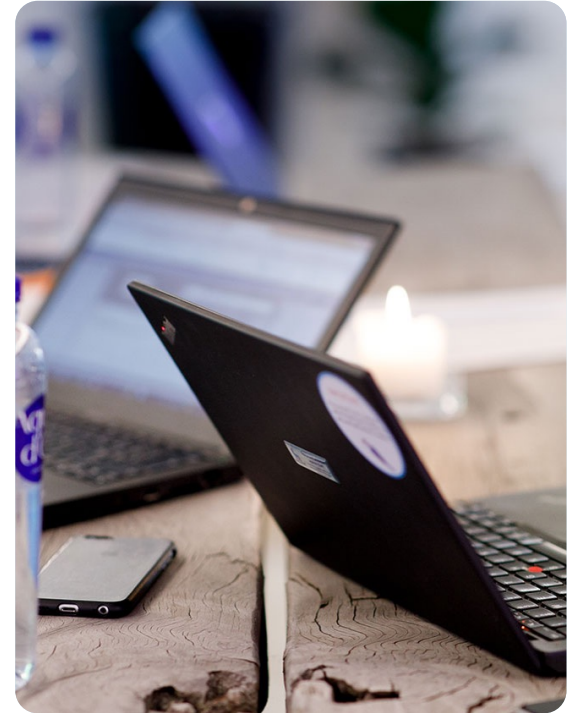
Influencer Guide

Mirror Background

An ***innovative, tech-driven platform*** that evaluates both the structure and style of a message helping to drive consistency ***leading to deeper customer engagement.***

Key benefits of the platform include:

- Practicing on your schedule
- Getting timely feedback from your manager across a variety of topics
- Creating a relaxed, convenient way to practice and get feedback



Sales Rep Overview



Sales Rep Overview

A resource to help you proactively find areas to **move your calls from good to great.**

Practice-Focused Benefits:

- The Mirror allows reps to prepare in private to shine in public.
- The tool offers a way to practice on their time and have control over when they submit to leadership.



Sales Rep Overview

A resource to help you proactively find areas to **move your calls from good to great.**

Feedback-Focused Benefits:

- Mirror provides a relaxed, convenient, and consistent way to receive feedback from leadership.
- The tool helps identify opportunities for growth in a timelier manner and across multiple topics.
- It is an innovative way to share different approaches between peers.



Sales Rep Overview

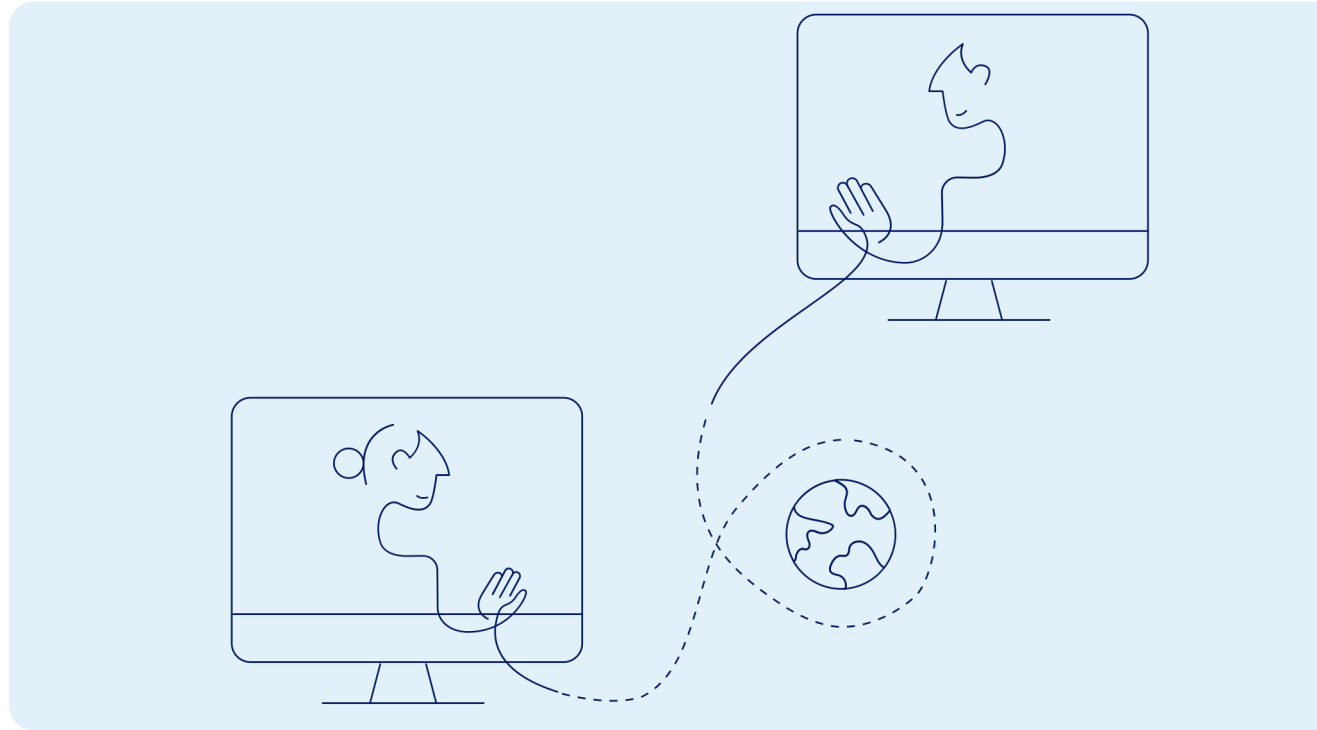
A resource to help you proactively find areas to **move your calls from good to great.**

Realizing the Benefit:

- Mirror is a proactive way to identify small behaviors which can have a big impact on a territory.
- The tool offers a new platform that reflects a rep's expertise in the eyes of leadership.



Influencer Campaign

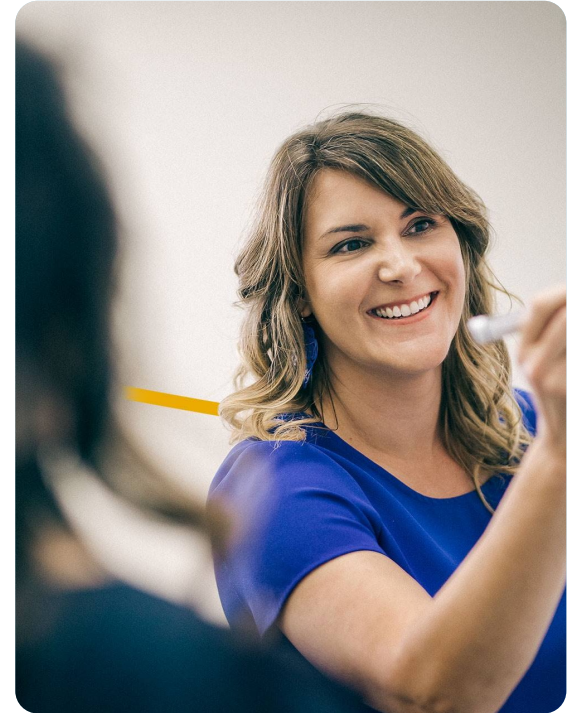


Influencer Program Background

We have identified you as part of an exclusive group of sales leaders to help share the value of the MIRROR to your network of peers.

Benefits:

- We want to leverage your excitement and authenticity to share your “real” perspective of the program
- Also want to hear your feedback on way to make the program better as we launch the program in early 2022



Influencer Program Expectations

1

Spend time utilizing MIRROR to identify how you can integrate this into your ongoing learning initiatives.

2

Generate an outline of how you would “introduce” this program to your network.

3

Record a video (via iPhone) that shares these key points that follow the guidelines found on the next slide.

4

Upload the video to your influencer page and identify 20-30 members of your network to participate prior to launch.

5

Share opportunities and insights to your network when questions arise.

Influencer Program Implementation

Although we want you to describe the program in your own words, there are a few guidelines to follow.

Guidelines:

- Do not discuss products or claims
- Do not discuss patients or patient assistance programs
- Focus on the program and how it can help you practice on your terms

