



# Travel Guide

## Passport Adventure Guide

# Passport Adventure



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# Passport Adventure Overview

## Business Purpose

The Passport Adventure is a virtual learning experience focused on upskilling and elevating field competencies to maximize.

This learning adventure will have you virtually traveling the globe as you upskill your field competencies and learn about various cultures.

## Travel Hub



The Travel Hub contains links to your required competency training in Janssen Learn as well as travel-related cultural content.



# Journey Overview

## Upskill Competencies & Travel the Globe

Each travel destination has learning activities linked to *Drive Your Development* outcomes that will enhance sales success.



### LEAD Selling Skills

*Applies selling skills in order to meet customer needs and ensure sales execution is compliant and strategically aligned with business objectives to maximize sales results.*

#### Week 1 (Learn/Engage):

- Competency overview
- Level-Up Lead Part II - Learn & Engage (review ppt)
- Learn & Engage Activity & Discussion (DM-Led Activity)
- Knowledge Check

#### Week 2 (Advance/Deliver):

- Competency overview
- Level-Up Lead Part II - Advance & Deliver (review ppt)
- Advance & Deliver Activity & Discussion (DM-Led Activity)
- Knowledge Check



### Analytics & Insights Generation

*Leverages many sources of complex business and customer data to generate insights, identify market trends and opportunities, and inform decision making.*

- Competency Overview (review document)
- Wizard How-To Videos (watch)
- Wizard Ai Worksheet and Pre-Work (self-guided activity)
- Analytics & Insights Discussion (DM-Led Activity)
- Knowledge Check
- Optional 60-Day Post-Goal Assessment (1:1 activity with DM)



### Account Management

*Develops a deep understanding of customer needs and aligns them with Janssen products and services to attain mutually beneficial outcomes.*

- Competency Overview (review document)
- Healthcare Ecosystem Workbook
- Account Management Tool (worksheet)
- Account Management Discussion (DM-Led Activity)
- Knowledge Check

# Journey Overview

## Upskill Competencies & Travel the Globe

Each travel destination has learning activities linked to *Drive Your Development* outcomes that will enhance sales success.



### Business & Market Planning

*Aligns market and customer needs and insights with Janssen products and services to develop strategic action plans.*

- Competency Overview (review document)
- 9 Box Capacity Planning Tool (worksheet)
- Identifying and Understanding Key Opinion Leaders in the Healthcare Ecosystem Workbook
- Business Planning Discussion (DM-Led Activity)
- Knowledge Check



### Healthcare Marketplace

*Anticipates the potential business implications of an evolving healthcare marketplace and identifies new opportunities for growth.*

- Competency Overview (review document)
- What the Best Do Differently (video)
- Advisory Board Janssen-Specific Membership Guide (review document)
- Marketplace Discussion (DM-Led Activity)

# Journey Timeline and Overview

**Journey Runs from 4/3 - 5/12**  
Six weeks to complete all competencies

TTT Option #2 for  
DMs & RBDs

TTT Option #1 for  
DMs & RBDs

**Journey Begins!!**  
April 3



Passport Adventure						
<b>APRIL 2023</b>						
WEEK 1	3	4	5	6	7	
WEEK 2	10	11	12	13	14	
WEEK 3	17	18	19	20	21	
WEEK 4	24	25	26	27	28	
<b>MAY 2023</b>						
WEEK 5	1	2	3	4	5	
WEEK 6	8	9	10	11	12	



## NEXT STEPS

### Travel Itinerary

- Begin competency work on Monday, and lead the DM-led activities on Thursday or Friday
- Week 1:** Greek Isles – LEAD Selling Skills (Learn/Engage)
- Week 2:** Greek Isles – LEAD Selling Skills (Advance/Deliver)
- Week 3:** Italy – Analytics & Insight Generation
- Week 4:** Peru – Account Management
- Week 5:** Egypt – Business & Market Planning
- Week 6:** Planning Japan – Healthcare Marketplace

**HAVE FUN!!**

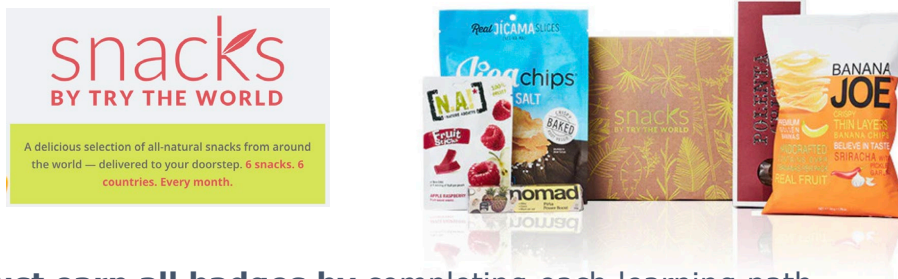


# Souvenirs

## Competition/Raffle

### Travel to Win!

A 3-month subscription of gourmet snacks from around the world delivered to your home from [Try the World](#).



Districts **must earn all badges** by completing each learning path.

- ✈ Each district **must collect all 5 badges**.
- ✈ Each district per region with the highest percentage of participation will be the winner.
- ✈ In the event of a tie, all eligible districts will be entered into a raffle, and one district per region will be selected.
- ✈ Winners will be announced at the end of the Passport Adventure.

## The Competency



### SELLING SKILLS

Applies selling skills in order to meet customer needs and ensure sales execution is compliant and strategically aligned with business objectives to maximize sales results.

#### Why it Matters

Selling is the foundation of all that we do, so it's critical that we are well-versed in techniques, strategies, and approaches to effectively sell to our customers.

Knowing how to best position Janssen offerings and make strategic decisions, often on-the-spot, is key to ensuring success.

## Testimonial

*"Careful consideration, engaging questions, intellectual curiosity and a desire to win are all key selling skills. They are the skills that are required for not only the salesperson to be successful, but ultimately the HCP and patient as well."*

Bill Overholt, District Manager



## Make it Real



Imagine planning a once-in-a-lifetime trip and convincing a friend or family member to join you. You need to "sell" them. Great news! You have the skills!

Learn –Think about their travel priorities. What vacations have they taken recently?

Engage –Acknowledge their travel priorities with meaningful dialogue. "I know you love beach vacations, so how about joining me in the Greek Isles!"

Advance –Overcome their initial hesitancy by sharing how this trip meets their needs—great beaches, good food, outstanding accommodations, affordable...

Deliver –Then ask them for a commitment to join you!



## The Competency



### ANALYTICS & INSIGHT GENERATION

Leverages many sources of complex business and customer data to generate insights, identify market trends and opportunities, and inform decision making.

#### Why it Matters

It is critical to identify and understand customer data within your business to make informed decisions. When you utilize customer insights to drive your daily business activities and incorporate a variety of data points to make thoughtful decisions, you become a more strategic and agile representative - allowing you to accelerate meaningful conversations. Ultimately, you will strengthen relationships with your customers and move the needle as it relates to your territory business objectives.

## Testimonial

*"DEP is like having a virtual assistant...it helps our teams stay laser focused on the customers that impact the organization and drive strategic results for improved patient outcomes. WIZ AI is like having a detailed map to the treasure chest...weekly insight gathered can help you pivot your strategy and routing to be agile and strategic"*

Julie Weinberg, District Manager



## Make it Real



You are only going to be in Italy for 4 days, which means only 4 dinners! If you are looking to have the most mouth-watering pasta in Italy, you won't just pick the first restaurant you come across.

You'll do your research online, studying and comparing reviews. Perhaps you check social media, savoring a particular restaurant's award-winning *cacio y pepe* on Instagram.

You'll consider the logistics—is the restaurant a bit out of the way? Is there a scenic bike path to enjoy or will a car service be more practical?

Considering these different factors will prepare you to delight in the best pasta Italy has to offer!



## The Competency



### ACCOUNT MANAGEMENT

Develops a deep understanding of customer needs and aligns them with Janssen products and services to attain mutually beneficial outcomes.

#### Why it Matters

You need a solid relationship with your customers to best serve them and continue to drive business. You may have identified the best driver for business within your territory, but do you have the relationships and network to reach the key decision makers?



## Testimonial

*"Account Management is critical as we must be in alignment with customers' care abouts to establish advocates and champions for action as well as advance business relationships."*

Tim Roettle, District Manager



## Make it Real



Think about your relationship with your travel agent when planning a trip.

Wouldn't you want them to know you well enough to make the best suggestions that meet your needs?

Who will be traveling with you? Friends? Your children? Your parents?

Do you want to camp under the stars? Or is a 4-star hotel more your speed?

What do you like to do? Is zip-lining on your short list? Or do you prefer visiting museums? Or lying on the beach?

A good travel agent gets to know you and aligns your needs to build you a vacation of a life-time. It's a lot like building a relationship with an account and aligning Janssen products to their needs.

## The Competency



### BUSINESS & MARKET PLANNING

Aligns market and customer needs and insights with Janssen products and services to develop strategic action plans.

#### Why it Matters

You need strong product knowledge and an understanding of your marketplace to be an agile representative. Products, the healthcare landscape, and healthcare provider (HCP) habits change constantly, so you must be able to pivot and be strategic in how you approach your business.

## Testimonial

*"I believe Business and Market Planning is one of the most critical competencies. We must understand our customer's needs and align our product to compliantly help them meet their goals. The only way to do this is to understand what is important to our customers. But that is just where it begins as the important part is the PLAN to align to their goal. If we know our plan and meet our goal, we will be successful!"*

Drew Daniel - District Manager



## Make it Real



A strategic action plan for your business is a lot like developing a packing list for a trip. How do you plan your packing list?

Where are you going? That determines whether you need a bathing suit or ski jacket.

How long will you be gone? That can inform how many pairs of socks to pack.

What activities are you engaging in? Do you pack your skis or your golf clubs?

AND you should account for any unexpected surprises, like a raincoat if there happens to be a sudden downpour.



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## The Competency

### HEALTHCARE MARKETPLACE

Anticipates the potential business implications of an evolving healthcare marketplace and identifies new opportunities for growth.

#### Why it Matters

Understanding the healthcare environment allows us to operate our business more effectively and identify opportunities within our market to be more relevant to our customers. To make an impact, we need to understand what the world around us looks like as well as the world our customer operates in.

Our customers distinguish us by our ability to provide relevant customer and marketplace insight's, hindsight's, and foresight's affecting their world

## Testimonial

*"Embracing an ever-changing healthcare marketplace is an important step in developing innovative strategies and plans that will drive business results"*

Duane Wooten, District Manager



## Make it Real

Just as healthcare markets differ across the U.S., so do cultures across the globe.

As you get ready to head off on your travels, it is important to understand a little about the culture and customs of your destination.

Is tipping considered customary or is it considered an insult?

When greeting someone, which is most appropriate – a handshake, a kiss on the cheek, or a bow?

Being prepared to respond to your environment will contribute to the success (or disappointment) of your trip.

Having knowledge of your destination will mean you are prepared for anything that comes your way.



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## Information Desk





# Information Desk

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# Information Desk

## Frequently Asked Questions

### What is the Passport Adventure?

- ✂ The Passport Adventure is a virtual learning experience focused on upskilling and elevating field competencies to **maximize our sales success**.
- ✂ This learning adventure will have you virtually traveling the globe as you upskill your field competencies and learn about various cultures.
- ✂ We have developed a custom [Travel Hub](#) to help organize your learning adventure, which contains links to your required competency training in Janssen Learn as well as travel-related content.



### How do I navigate the Passport Adventure in Travel Hub?

- ✂ Check out this [video](#) for tips on how to navigate the Travel Hub.

# Information Desk

## Frequently Asked Questions

### Where do I find the learning activities to complete my adventure?

- ✈ You will find all learning activities in Janssen Learn.
- ✈ You can connect to Janssen Learn right from the destinations on the Passport Adventure Travel Hub to complete your required competency training.



- ✈ All learning content is organized into Learning Paths by field competency/travel destination.



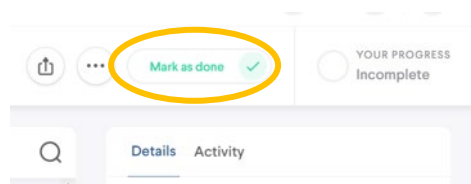
- ✈ Visit Greek Isles for LEAD [Selling Skills Week 1](#) and Greek culture.
- ✈ Visit Greek Isles for LEAD [Selling Skills Week 2](#) and Greek Culture
- ✈ Visit Italy for [Analytics & Insights Generation](#) and Italian culture.
- ✈ Visit Peru for [Account Management](#) and Peruvian culture.
- ✈ Visit Egypt for [Business & Market Planning](#) and Egyptian culture.
- ✈ Visit Japan for [Healthcare Marketplace](#) and Japanese culture.
- ✈ Once in Janssen Learn, be sure to follow the lesson. (Note: there are separate activities for Retail/Specialty when visiting Peru)

# Information Desk

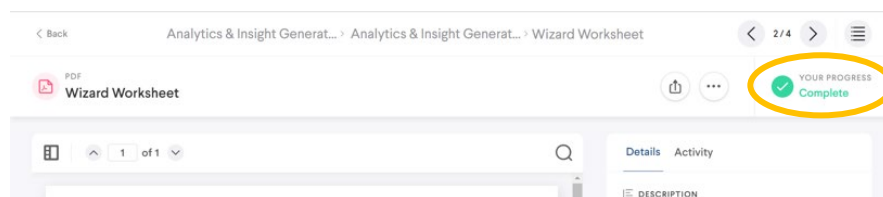
## Frequently Asked Questions

### What do the learning paths contain?

- ✈ Within each learning path you will find the following:
  - ✈ Competency Overview that outlines the importance of the field competency to your success in the field.
  - ✈ Activity 1 – Self-directed learning
  - ✈ Activity 2 - An activity, tool, or worksheet that supports the field competency
  - ✈ Activity 3 – Discussion guide for a district meeting hosted by your DM to pull-through the field competency skills
  - ✈ Knowledge Check - A short knowledge check on what you learned for that competency
- ✈ To get full credit for completing a competency, you **must complete all items** in the learning path.
- ✈ After you complete each training activity within the lesson, click “Mark as done” to unlock the next piece in the adventure.



- ✈ You will then see the green check box under “Your Progress” indicating that learning activity is complete.



# Information Desk

## Frequently Asked Questions

### How will my district manager (DM) be involved in my learning journey?

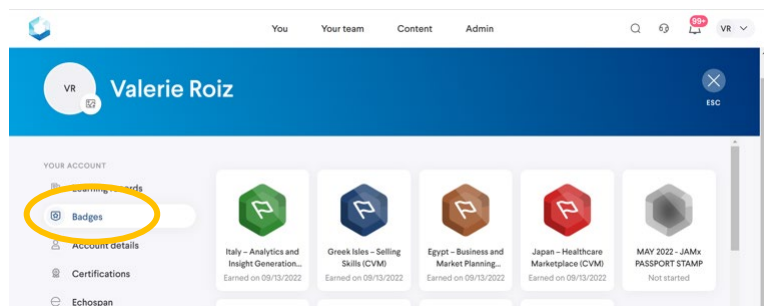
- ✈ DMs have been trained to be your travel guides and are committed to pulling through the learning to make it actionable for the district and your territory.
- ✈ Each learning path will include in a district meeting led by your DM. These meetings will be scheduled by your DM and will allow you to discuss, collaborate, and share best practices as a district.

### How do I earn badges for my travels?

- ✈ Complete ALL training activities in the learning path including the knowledge check and this will earn you a badge for that competency.
- ✈ Earn all 5 badges and help your district become eligible for the raffle.

### How can I see my badges once I earn them?

- ✈ Find any badge that you have earned in your account on Janssen Learn.
  - ✈ Go to Your Account
  - ✈ Click on Badges
  - ✈ See all the badges you have earned!



# Information Desk

## Frequently Asked Questions

### How do I win souvenirs?

- ✂ Each member of each district **must collect all 5 badges** (complete 5 destination learning paths and associated knowledge checks).
- ✂ Each district that has 100% participation in collecting all 5 badges will be entered into the raffle. *(Note: Representatives on a leave of absence are not included in the 100% calculation.)*
- ✂ For each region, of all eligible districts, one will randomly be drawn, and the entire team will win a prize.

### What can I win?

- ✂ A 3-month subscription of gourmet snacks from around the world delivered to your home from [Try the World](#).



### When will winners be announced?

- ✂ Winners will be announced at the end of the Passport Adventure.