

CONNECT: The Craft of Earning Access

A 4-week online training for KAMs and MSLs — manager approval brief

<p>€940 one-time, per participant VAT excl.</p>	<p>What is being requested Enrolment in CONNECT, a self-paced four-module online programme delivered by Crossfell's Pharma Field Academy. The programme teaches the specific, repeatable craft of earning access to the senior HCPs, payers, hospital leadership, and regional decision-makers who actually shape patient access in the Nordics.</p> <p>Format: 4 modules · 4 weeks · self-paced · monthly live Q&A · AI tools embedded</p> <p>Time commitment: ~2–3 hours per week</p> <p>Travel / disruption: none</p>
--	---

The problem CONNECT solves

Ask any KAM or MSL in the Nordics what's holding them back, and you'll hear the same answer. It is not the data. It is not the indication. It is that the senior decision-makers who shape patient access will not take the meeting. Calendars are blocked, inboxes are filtered, and generic product-update outreach goes straight to the deleted folder.

CONNECT teaches the specific skill that decides whether everything else your team member does as a KAM or MSL actually has a chance to land: **earning access**.

What's included

Module	Focus	Outcome for your team member
1	Account intelligence	Research an account deeply enough to know what each decision-maker actually cares about.
2	Win-win-win design	Design propositions a senior stakeholder genuinely wants to discuss — not a product update.
3	The access statement	Write outreach that gets a senior payer or hospital director to clear 30 minutes on their calendar.
4	AI in account work	Use AI tools effectively across research, opportunity design, and outreach drafting.

Plus: **monthly live Q&A** sessions for questions and peer learning, and **specific home assignments applied to the participant's own accounts** — so the work produced during the programme is usable in their territory.

The business case for approval

Why this is a low-risk, high-leverage investment

<p>Pays for itself in one meeting</p> <p>A single additional meeting secured with a senior payer, hospital director, or regional decision-maker is worth multiples of the €940 investment. CONNECT is engineered to produce exactly that outcome.</p>	<p>No travel. No team disruption.</p> <p>Fully self-paced over 4 weeks at ~2–3 hours per week. The participant remains in territory and applies the methodology to live accounts during the programme — so the work produced is directly usable.</p>	<p>Senior-level capability, recognised</p> <p>CONNECT is the methodology hiring managers, regional leads, and global teams recognise as senior-level thinking — the skill set that moves a rep toward lead KAM, strategic partner, and market access roles.</p>
--	---	--

What your team member will be able to do after CONNECT

- Conduct decision-grade account intelligence on the HCPs, payers, and hospital leadership who shape access in their territory.
- Design **win-win-win opportunities** — propositions that work for the patient, the institution, and the company simultaneously.
- Write **access statements** that earn meetings with senior stakeholders who would otherwise screen out generic outreach.
- Use **AI tools** to accelerate research, opportunity design, and outreach drafting.

Cost in context

Item	Approximate cost
A two-night stay at an airport hotel	€950 – €1,400
One day of external consultancy	€1,800 – €3,500
One internal training day (loaded cost, 8-person team)	€3,000+
CONNECT — self-paced, 4 weeks, applied to live accounts	€940

Approval

Participant _____

Manager _____

Cost centre / PO _____

Decision Approved Not approved Discuss further

Signature & date _____

Questions before approval? Contact Crossfell at mats@crossfell.se or visit crossfell.se for the full programme outline.