IPI Academy

MANAGEMENT forum



Presented by
Management Forum

Smarter Selling Through Market Research: Building Better Commercial Decisions in Life Sciences

24 February 27
+ 13 October 27

How well does your team use market research to guide commercial strategy? This bespoke 6-hour life sciences training course builds the critical thinking skills needed to evaluate opportunities, test assumptions and translate market insight into focused, evidence-based commercial action.

Format:
Live online

CPD:
6 hours for your records

Certificate of completion

Course overview

In complex life sciences markets, commercial success depends on more than sales activity. It requires the ability to understand the market, evaluate opportunities, recognise what the evidence does – and does not – support, and make informed decisions about where to focus commercial effort.

This interactive course introduces a structured approach to using market research to strengthen commercial judgment. Participants will learn how to think more critically about the information behind commercial decisions, observe markets through four practical lenses – competitors, segments, stakeholders and signals – and translate those observations into better-informed choices.

Through life sciences examples, structured exercises and facilitated discussion, participants will apply the approach to real commercial situations: testing assumptions, understanding stakeholder influence, comparing competing opportunities, identifying what still needs validation and aligning commercial activity with what the evidence reveals. The objective is not simply to gather more information, but to use research more deliberately to make better commercial decisions.

Benefits of attending

- **Develop** a structured approach to using market research to support commercial decisions
- **Distinguish** observation, interpretation and assumption when evaluating market information
- **Use** competitor, segment, stakeholder and market-signal analysis to build a clearer picture of commercial opportunities
- **Compare and prioritise** opportunities using evidence, commercial context and organisational fit rather than activity or potential alone
- **Identify** critical uncertainties, validate important assumptions and translate market insight into more focused commercial action

Who should attend?

The course is designed for life sciences professionals involved in commercial growth, market development and strategic opportunity development, including:

- Business development managers and directors
- Commercial managers and directors
- Sales managers and directors
- Market development and market access professionals
- Strategic partnerships and alliance management professionals
- Product managers and product marketing professionals
- Key account and customer relationship professionals
- Commercialisation and innovation professionals
- Senior leaders responsible for growth, market expansion or commercial strategy

The course will be relevant across pharmaceutical, biotechnology and biopharma, medical device, diagnostics, clinical research and other life sciences organisations.

Programme

Module 1 – THINK pt. 1

- Research discipline
- Evidence

Module 1 – THINK pt. 2

- Assumptions
- Commercial judgement

Module 2 – OBSERVE

- Competitors
- Segments
- Stakeholders
- Signals

Module 3 – DECIDE

- Interpret
- Choose
- Validate
- Align
- Sustain

Presenter



Nicole Lambert

Nicole Lambert is the founder of Maison IX Advisors and the author of Smarter Selling Through Market Research. Her work focuses on how organisations investigate markets, evaluate opportunities, interpret evidence, and make decisions in complex commercial environments.

Her career has spanned healthcare, life sciences, technology, higher education, and international business development. She has developed new markets, built institutional and strategic partnerships, evaluated commercial opportunities, and worked across environments characterised by long decision cycles, multiple stakeholders, and significant uncertainty. At Penn Global Medicine, her work developing the Canadian market and cross-border healthcare relationships contributed more than $25 million in revenue.

Her subsequent work has included market strategy, university and corporate partnerships, commercial analysis, and business development across several sectors. Across these roles, she repeatedly encountered the same challenge: organizations often have substantial information about markets and opportunities, but still struggle to determine what the evidence means, what remains uncertain, and where commercial eNort should be directed. T

hrough Maison IX Advisors, Nicole now applies that experience to helping organizations strengthen the research and judgment that precede commercial action. Her work emphasises a disciplined approach to understanding markets, questioning assumptions, evaluating evidence, and making better-informed decisions about where and how to pursue growth.

Course dates

24 February 27	**Live online** 09:00-16:40 **UK (London)** (UTC+00) *Course code 17747*	GBP **499** ~~599~~ EUR **699** ~~839~~ USD **803** ~~959~~ **Until 30 Dec**
13 October 27	**Live online** 09:00-16:40 **UK (London)** (UTC+01) *Course code 17748*	GBP **499** ~~599~~ EUR **699** ~~839~~ USD **803** ~~959~~ **Until 18 Aug**

How to book

Online:
ipi.academy/3446

Alternatively contact us to book, or if you have any queries:

Email:
info@ipiacademy.com

Phone:
+44 (0)20 7749 4749

Discounts

- Booking more than one delegate on any one date qualifies for a **30% discount** on the second and subsequent places.
- Most events qualify for an **early booking discount** prior to 6 weeks before the course date. Be sure to check on our website, where the latest discounts will be shown.

Further information

Fee
The fee includes all meals and refreshments for the duration of the course (for venue-based courses) and a complete set of course materials (provided electronically). If you have any particular requirements, please advise customer services when booking.

Please note
IPI Academy (and our training partners) reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, we will refund the registration fee and disclaim any further liability.

Terms and conditions
The rest of the our terms, the event cancellation policy and the terms and conditions are on our website, please visit ipi.academy/content/terms-and-conditions

Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



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IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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