

Innovative Sales Training Solution

Increasing proficiency of the sales force in engaging customers

CHALLENGES

A top 5 pharma company in the US approached Indegene to develop a tutorial program targeted for their sales specialists. The objective was to enhance the scientific knowledge and selling skills of the sales specialists to ensure alignment with brand strategy and messaging. The primary objective was to increase proficiency and confidence of the sales force in engaging customers in a portfolio selling environment, making every interaction count. The secondary objective was to assist the managers with critical pull-through coaching skills.

SOLUTION

Indegene recommended a drive-time audio CD program that would provide an educational and engaging forum for the sales team members to "tune in" to the most current and up-to-date information regarding specific products that form a part of their portfolio accounts. The program was designed to make the most efficient use of the "downtime"—the time between calls—of the sales team.

To make the program more interesting and engaging, Indegene designed the following:

- "Call-in" segments where the sales specialists in the field could advise their colleagues on the "best practices" based on their experiences
- "What a good call looks like" segment featuring a "live" sales interaction with a physician
- "A day in the life of a patient" insights to understand the disease/therapy considerations
- "Live" reports from pharmacies to communicate retail movements and relative market shares
- "Camera" in the sales training class
- "Weather reports" that highlighted new developments in the market, specifically latest clinical studies
- "Iron Sales Person" based on the popular TV show "Iron Chef" (complete with a secret ingredient!) to have a contest to select the better sales personnel

Based on the phenomenal that the first round of audio CDs received the next two rounds took the leap and expanded to other media such as webcasts, downloadable mini-modules, interactive companion guides, etc. The diversity of educational formats allowed a sales representative to pick and choose the format that would work best for them.



OUTCOME

Detailed metrics for success were defined for the program. Findings of a survey are as below:

- 79% of the sales team felt that the program led to added value in enhancing clinical knowledge;
- 72% of the sales team felt that the program led to added value in enhancing selling skills;
- 73% of the managers felt that the program created a meaningful dialogue around selling skills, clinical knowledge, and strategy

External market research agencies also confirmed that the discussion time per call for the key brands had also increased quarter after quarter, subsequent to the introduction of the program. The sales team was also required to undertake assessments after every round of the program; a significant percentage of them were found to be in tier 1.

ABOUT INDEGENE

Indegene is a leading provider of R&D, commercial and marketing solutions to global pharmaceutical and healthcare organizations. Indegene partners with clients to drive both productivity and revenues by delivering better patient outcomes, optimizing cost, enhancing R&D agility, and improving sales and marketing effectiveness. A deep scientific knowledge, flexible delivery models, proprietary technology, and a client-centric approach helps Indegene drive transformational initiatives.

With offices in US, UK, China, India, and Australia, Indegene can partner globally with clients; leverage a global talent pool of clinicians, technologists, creative specialists, domain experts, and business process specialists; deploy global infrastructure assets; and harness global healthcare knowledge to solve client challenges. For more information, visit <http://www.indegene.com>.

TALK TO US



Everyone has unique challenges. If you'd like to discuss how we can help address your needs,

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