

3-day program
800 participants
3-year timeframe

# Rx A Prescription for Success

Increasing Both Customer Value and Sales Talent Retention with One Program

## Assessing Complementary Goals

In 2010, sales executives at our leading pharmaceutical company were exploring ways for the sales force to deliver differentiated customer value to the physicians and other medical practitioners that make up our customer base. At the same time, we were interested in developing training that would help support and retain experienced account managers. We asked Advantage Performance Group to help us assess our options.

Advantage performed a comprehensive assessment of where we were and where we needed to go to meet our strategic objectives. As part of the assessment, they identified the key sales behaviors our account managers needed in order to execute and achieve the results we were looking for. Based on their assessment, we knew Advantage was the right partner to develop a program for experienced account managers that would support our goals for overall revenue growth and sales talent retention.

“For the first time ever, I walked out of a training session with something that was going to improve my career. I was ready to go home and implement what I learned.”

- Pharmaceutical Account Manager

## A Fully Aligned Customization

Advantage brought in its partner in sales force effectiveness, BTS, to customize a three-day, instructor-led experience, starting with a customer-understanding board simulation built around a multi-specialty medical practice. The simulation gave account managers a chance to walk a mile in the shoes of a physician and experience the challenges and issues medical practitioners face in today's healthcare environment. Following the simulation, account managers experienced two days of skill building in a sales-execution program called Sales Accelerator, a core BTS program that was fully customized for the pharmaceutical industry and integrated with our selling model. Account managers learned a powerful model for asking appropriate questions and engaging physicians in dialogue about desired practice results, including patient outcomes, as well as techniques to gain access and deliver real value to physicians.

## Impactful, Value-Based Interactions with Physicians

More than 800 of our account managers attended the training over a three-year period. As a result of the program, we have seen many positive business impacts including increases in customer satisfaction and long-term relationships, script counts and sales, healthcare provider engagement, and account manager focus on growing business and being accountable for results.

Account managers who have gone through the program tell us that they are getting access to physicians who wouldn't talk to them in the past. Physicians are taking account managers more seriously, spending more quality time with them, and having deeper conversations about practice goals and desired patient outcomes. Rather than just reading a marketing script, account managers now have the skills necessary to have genuine, value-based conversations with customers and apply the training in a meaningful way. Many of our account managers have exceeded sales goals every month since attending training.

### EXAMPLE

Movement for one Rep after attending program:

