

5 Ways (BrandName) Accelerates Sales Performance

This week's post is a recap of the following (BrandName) case study: "Global Therapeutic Device Maker Boosts Quota Attainment with (BrandName)."

The Director of Clinical Sales Enablement at a global, minimally invasive therapeutic device maker faced the following challenges: inefficient onboarding, inconsistent sales messaging, insufficient key selling knowledge, decentralized learning and suboptimal sales performance.

The "Right" Video Platform

The Director and her team believed that video training was the right path, even though, their first attempt with a first-generation video-based training solution failed due to poor user experience. The first video training platform was limited in other ways too. For example, sales reps were unable to record their own videos. The Director believed that the "right" video training platform would help resolve all of the current challenges and continued to search for a proven solution.

Peer-to-Peer Training

A sense of isolation is common in a geographically distributed sales organization. Peer-to-peer teaching and learning is cumbersome through traditional channels. The Director chose (BrandName)'s video platform to enable team members to learn from each other. Using peer-to-peer video is a great way to improve learning effectiveness because sales reps want to learn from each other. Through video, reps can hear directly from other reps and quickly learn what works in the field and what needs improvement. The company also found that (BrandName) was extremely useful with reinforcing key knowledge and shortening time to competency for new hires.

Location Independent

(BrandName) is mobile-optimized, making it the ideal location independent learning platform. Sales reps can use the platform with their desktops, tablets, smartphones or any mobile device. After an appointment, a sales rep can immediately record a short video of lessons learned. (BrandName) has become the perfect companion for delivering location-independent mobile-learning.

Flexibility

Using (BrandName), management can develop new assignments as needed. Sales reps are trained and tested based on current corporate objectives. For instance, to prepare for the summer sales meeting, the Director prepared three assignments that aligned with issues to be presented at the meeting to establish a baseline familiarity so the teams could jump right into

more in-depth training. Or if a competitor releases a new product, the clinical application specialists, who work as internal company trainers, may give assignments to ensure reps study and practice a new competitive response. Practicing on (BrandName), the sales reps are prepared to respond appropriately if a doctor asks about the competing product. (BrandName) enables each regional director to provide feedback, score and grade individual videos on things such as tone, alignment with company messaging and personal presence.

The Director uses (BrandName) to first set baseline knowledge for team members preparing for their national sales meetings and later follows it up with reinforcement of key material. Reps also used (BrandName) to prepare for role-playing exercises. They attributed their success to using (BrandName) before the sales meeting.

Immediate

Managers encourage sales reps to either record quick summaries of key takeaways from a sales meeting or record their account of a sales pitch to be used as a learning tool for the rest of the team. Everyone can view or share these "best practice" videos, benefiting the entire sales organization.

Impact

The actual implementation of (BrandName) went without a glitch due to user-friendly design and effective implementation practices. Management found a correlation between improved sales performance and the number of video views. One sales rep who achieved over 100% yearly quota logged the highest number of video views on (BrandName). Also, the Director and her team reported that both the middle and bottom sales regions had achieved significant growth: 41% year-over-year for the middle region and 38% year-over-year for the bottom.

Implementing (BrandName) helped the distributed sales team members share best practices, collaborate and continually refine messaging. (BrandName) is an essential tool for sales organizations because it empowers managers to achieve quicker onboarding, location independent peer-to-peer learning, more effective coaching and accelerate sales performance.