

Case Study Healthcare

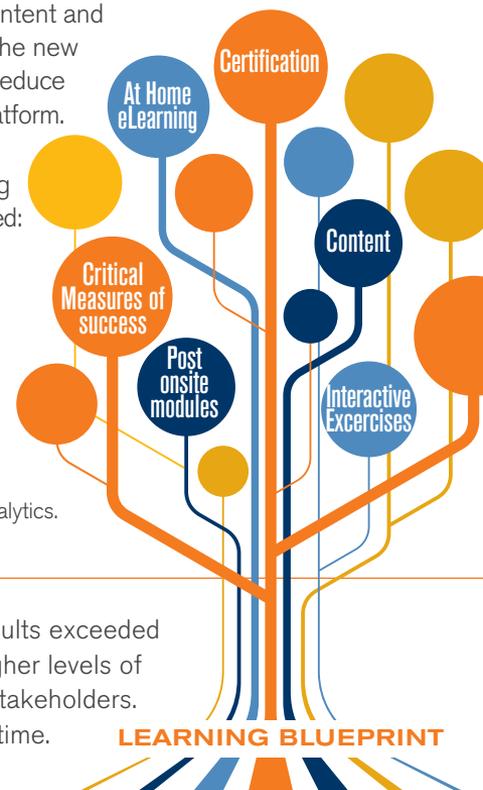
Challenge

A leading medical device firm, facing intense competitive pressure from new entries into the market, cited uneven preparation of new hires as the cause for waning sales performance.

Solution

BI WORLDWIDE designed and implemented a new on-site on-boarding program leveraging upgraded content into shorter, highly interactive and evidence based program. Highlights included:

- A strategic learning blueprint integrating content, interactive exercises, critical measures of success, certification, at home eLearning and post onsite modules.
- A re-engineered onboarding program to significantly improve learning, retention, delivery time and resources, experiential learning and coaching.
- A comprehensive set of updateable, instructor-led training modules for all job functions: slides/ notes, SME video clips, interactive exercises and product demos.
- A self-paced certification program that ensured step-wise mastery, experiential programs resources and a final certification including detailed role plays with stakeholder experts.
- A single repository of all training material on a Learning Management System tied to sales aids and analytics.



Results

New hire sales exceeded veterans by

26%

The program met or exceeded all specified objectives. New hire sales results exceeded their veteran predecessors by 26%. Participants reported significantly higher levels of confidence in detailing to diverse clinical, economic and technical client stakeholders. The sales managers reported that new hires were more prepared in less time.

LEARNING BLUEPRINT

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