

MD Mindset[®] Solutions Yield Kirkpatrick Level 4 Results



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Atlanta, GA- June 15, 2010 - MD Mindset, LLC a market leader in Sales Force Effectiveness, announced today their achievement of Kirkpatrick Level 4 Results. In an environment where sales representative numbers are shrinking and physician access is limited, a top-tier pharmaceutical company presented measurement data at a national sales training conference that linked MD Mindset training solutions to increases in market share in several of their top brands.

The pharmaceutical company's Senior Director of Sales Training documented positive Kirkpatrick Level Measurements for MD Mindset solutions. The model consists of the following levels which have become a business strategy standard for measuring the effectiveness of training.

- Level 1: Reaction - to what degree participants react favorably to the training
- Level 2: Learning - the resulting increase in knowledge or capability
- Level 3: Behavior – to what degree participants apply learning during training in the field
- Level 4: Results - the effects on business resulting from the trainee's performance

As part of a continuous improvement initiative, MD Mindset Selling[®] and MD Feedback[™] skills and knowledge were shown to achieve Kirkpatrick Level 4 results by increasing market share in 3 out of 4 top brands. In addition, the training proved to promote dialogue focused calls, increase call duration, and enhance physician access.

About MD Mindset:

MD Mindset is a leader in proactive Sales Force Effectiveness (SFE) with ROI data demonstrating the value of their Solutions. The company was founded by doctors, and all solutions leverage unique peer relationships with over 110,000 HCPs, representing all specialists and providers.

For more information on MD Mindset:

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