



## EFFECTIVE COACHING SAVES COSTS...

### The Issue:

Industry estimates put the annual cost of ineffective coaching at over \$100,000 per manager. Consistency in coaching is elusive, and it is difficult to identify managers who have the skills and behaviors to coach effectively.

### Our Solution:

MD Mindset Coaching puts the ride-along experience under a microscope using real HCPs. This highly customizable solution is designed to analyze and improve the skills of Field Managers. The exercise empowers managers by creating a collaborative environment to improve consistency and quality of coaching when they return to the field.

### What is MD Mindset Coaching?

- Enhanced ride-along role play in a “real world” environment we call Real-Play™
- Collaborative experience with visibility and alignment with HCPs to improve coaching
- Measuring and benchmarking coaching skills continuously

### What is the Benefit?

- Increasing performance through more effective coaching using the HCP perspective
- Ensuring consistency in the approach and measurements managers use for field coaching
- Developing managers not “super reps”
- Continuously improve coaching with limited time out of territory for sales force

### How does it work?

- Sales Professionals and Field Managers make calls on HCPs as they would in the field
- Senior management observe pre-call, call and coaching skills of direct reports
- Field Managers are coached by peers leveraging HCPs’ perspective
- Managers share knowledge and skills to ensure continuous development for the team
- Assessment and analysis is customized to incorporate coaching model and sales model

For additional information, please contact us today!

# Case Study: Benchmarking District / Regional Managers Coaching Skills

## Situation:

Few companies have the opportunity to benchmark the coaching skills of their District Managers. Under field conditions it is difficult for the Regional Manager to observe the Sales Professionals in action when doing a "ride-along," and they are only able to observe the coaching that goes on after the call.

## Task:

Coach a Top 15 Pharmaceutical Company's Sales Managers to align them with the HCPs' MD Mindset while benchmarking coaching and observational skills.

## Action:

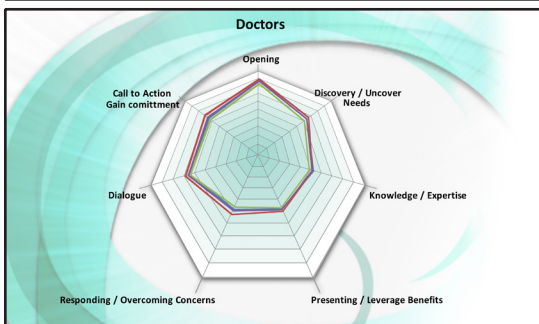
270 experienced Sales Professionals from a specialist sales force promoting products to Cardiologists and Endocrinologists were observed on a Real-Play day (conducted in the company's three Regions). Each Sales Professional did 3 real calls with both Cardiologists and Endocrinologists observed by one of the managers from their region but not their own manager. After each call the Manager and HCP independently completed the same evaluation form before the HCP gave any verbal feedback. For the purposes of this paper the questions have been aligned with the company's sales model.

## Results:



### Manager Variability vs. HCP Variability

There was a much greater variability in the way the Managers rated the Sales Professionals compared to the way the HCPs rated the same calls, with Managers varying as much as 20-30% whereas the HCPs' variability was only 3-5%.

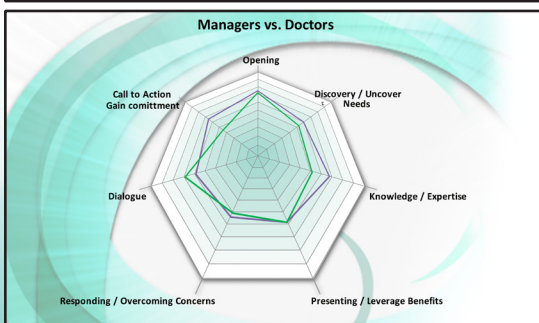


### Manager vs. HCP Observations

When looking at core skills and knowledge there was also difference in what the Managers and HCPs observed. This was consistent across the three regions and demonstrates where the Sales Professionals are not aligned with the MD Mindset

Three key areas where the observations of the Managers and the HCPs were different:

- Uncovering needs
- Knowledge
- Closing



In each of these key areas the HCPs rated the Sales Professional lower than did the Managers. Benchmarking your Managers Observational and Coaching skills will enhance field training opportunities and help align your Sales Professionals with the MD Mindset.



For additional information, please contact us today!