



IT'S TIME TO GET REAL WITH REAL-PLAY™!

The Issue:

Did the sales team get real-world experiences to apply skills learned and gain the confidence necessary to decrease time-to-optimal field performance? Was there immediate measure of sales training initiatives in the classroom so we know “what Monday will look like”? Will coaches be consistent in coaching and sustaining new skills and knowledge?

Our Solution:

MD Feedback is the most engaging role-play call experience in the industry. Sales professionals apply skills in a “real-world” environment with immediate feedback. Real-Play™ interaction measures skills in real time using internal resources and/or HCPs as assessors. Our Doctor-Focused™ methodology calibrates coaching to increase consistency and effectiveness. As a result of our program, the Sales Force will be able to retain more and sustain skills with customers in the field. MD Mindset experienced staff ensures seamless delivery and accuracy of results at every step.

What Is MD Feedback?

- Opportunity to apply skills and knowledge with immediate and constructive feedback
- Engaging “real-world” exercise; flexible options for Call Assessors; (Trainers/DMs or HCPs)
- Enhance any role-play opportunity, (i.e. Sales Training, Launch Meetings, POAs, NSMs)
- Complete Service Offering: optimized scheduling, logistics, data collections, audited results

What is the Benefit?

- Sales Professionals get months worth of experience and confidence in one day
- Sales Managers and Trainers can proactively improve Sales Force Effectiveness
- MD Feedback Intelligence ensures continuous performance improvement

How does it work?

- Immediate assessment results leveraging online data entry
- Sophisticated reporting aligned to existing selling skills
- Benchmarking to ensure continuous performance improvement
- Coaching opportunities using reports and digital recording (optional)
- Robust reporting with insight from our MD analysis based on industry standards

For additional information, please contact us today!

MD Feedback Case Study

Situation:

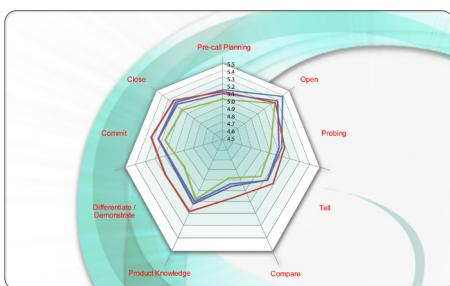
- Specialist sales force promoting Asthma products to Pulmonologists and Internal Medicine HCPs
- 3 Regions (60-80 Sales Professionals per region), total of 220 Sales Professionals
- MD Feedback done in the regions using local HCPs (Pulmonology & IM)

Action:

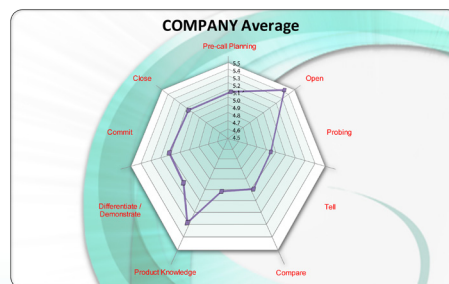
- Each HCP gave immediate verbal feedback and then completed an evaluation form once the Sales Professional had left.
- Manager or Trainer sat in on each call and completed the same evaluation form as the HCP. The Manager/Trainer did not interact with the HCP at any point during the calls and was merely a silent observer/assessor.
- All calls were digitally recorded for viewing and coaching opportunities after the event.

Results:

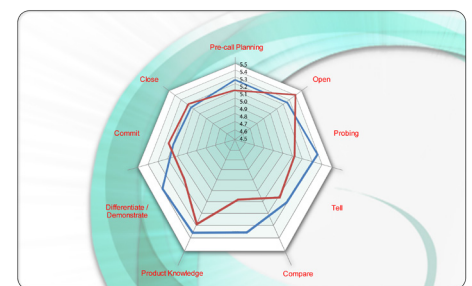
- Results were compared with competitor companies promoting similar products to the same category of specialists
- Results of HCP evaluation identified 3 key areas where the Sales Professionals performed less well than competitor companies, leading to a reduction in overall credibility and value of the Sales Professionals to the HCPs:
 - Pre-call planning
 - Probing skills
 - Ability to differentiate their products from competitors
- Understanding the MD Mindset of the Target HCPs would help gain mental access, increase Value and Credibility, and increase the likelihood of having a positive impact on the HCPs' clinical/prescribing decision making
- MD Mindset Communication workshops were planned and implemented after the event to address these issues



HCPs rating of the representatives



Where the company has issues



How the company rates to competitors; workshops can improve these areas



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