

Sales Performance Case Study

BioScience Industry

Result: Sales Increased by 44% Over 2 Years.

The Challenge: This client is a research-based bioscience firm with a breakthrough medical procedure. Given the enormous market potential of their offering, the company launched a commercial division to market to patients nationwide through referrals from physicians, hospitals and clinics.

Two distinct sales roles were created:

- An outside sales force responsible for calling on physicians and hospitals to create referrals for this non-insurance covered procedure.
- An inside sales force tasked with converting patient interest into enrollment in the program.

Once product training was completed, it quickly became apparent that both inside and outside sales representatives lacked the sales skills necessary for the company to realize a maximum return on this opportunity. PI Worldwide was contacted to help address these issues.

The Approach: Assess the situation with SSAT:

All sales representatives completed the SSAT. Core sales skills were assessed and scored on a scale of 1 to 5 in the benchmark survey. The results were:

Open	Investigate	Present	Confirm	Position	% Correct
3.2	3.3	4.1	3.2	3.5	70%

(scale: 1-5. 5: Excellent (Role Model). 1: Need Broad Skill Development)

It was clear that the group had a higher level of comfort “presenting” the science behind this new solution. At the same time, notable areas for improvement included “opening” with confidence and credibility, “investigating” the physician’s knowledge and opinion in this procedure and “confirming” interest in referring the procedure.

Implement a targeted training program: In order to assess the challenges and culture within the sales groups, PI Worldwide conducted face to face and telephone interviews of managers and sales representatives. Armed with these qualitative findings and the quantitative results of the SSAT, PI Worldwide conducted comprehensive CFS sales training for both inside and outside sales groups.

Assess the impact of training:

Measurement and Evaluation: Two re-tests were conducted after the training was complete: one after six months and a second after one year. The results were dramatic:

Open	Investigate	Present	Confirm	Position	% Correct
4.1	4.3	4.5	4.2	4.3	82%
+28.13%	+30.30%	+9.76%	+31.25%	+22.86%	+17.14%

Figures presented represent the re-test at 12 months. %=variance from benchmark score

The Results: The success of any sales skills enhancement program is ultimately proven in increased sales. At the end of two years, this client saw a 44% increase in sales dollars and a 38% increase in patient enrollment.

Sales Metric	Pre-CFS	Post-CFS	% Change
Year 1 Sales Growth	\$38.3M	\$44.4M	16%
Year 2 Sales Growth		\$55.3M	25%
TOTAL Growth: 2 Years	\$38.3M	\$55.3M	44%
Sales Per Day	8	11	38%

SSAT: Selling Skills Assessment Tool:

Quantifies sales knowledge in 5 key areas

- **Open**—build trust and credibility
- **Investigate**—identify needs
- **Present**—introduce products and articulate value
- **Confirm**—gain agreement for the sale
- **Position**—create customers for life

CFS: Customer- Focused Selling:

Customized, targeted sales training that addresses all the core competencies identified in the SSAT for effective consultative selling.