



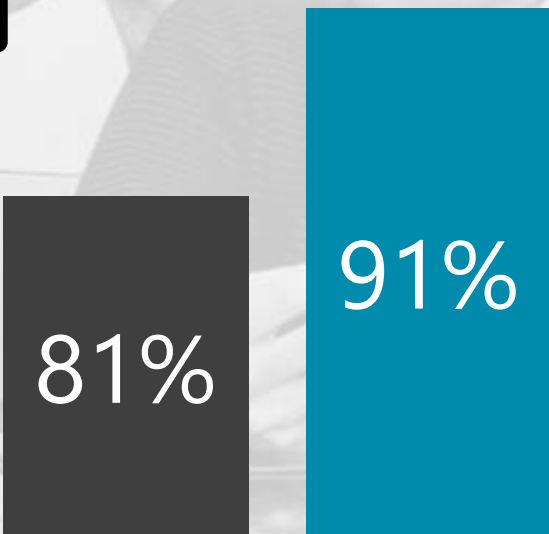
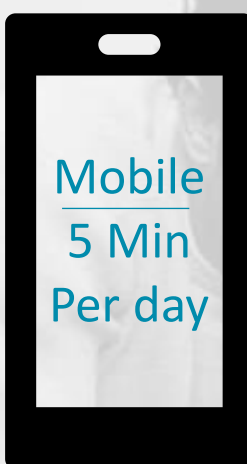
Transforming Sales

A Roadmap to Success

Together, PDG and its clients produce world-class skill building solutions that drive measurable business results.

Client Story

Sales Performance



Knowledge Uplift



Organization: Large global pharmaceutical company
Size of salesforce: 700+ Representatives



Challenge

The commercial division of a large pharmaceutical company was faced with a significant marketplace shift - one of their key product offerings was going to have a competing product in place in an 18-month time frame. The leadership team wanted to **install a Sales Performance Solution** to ensure their reps were well-prepared to articulate the value proposition of their product and be positioned for driving successful outcomes in a competitive landscape.



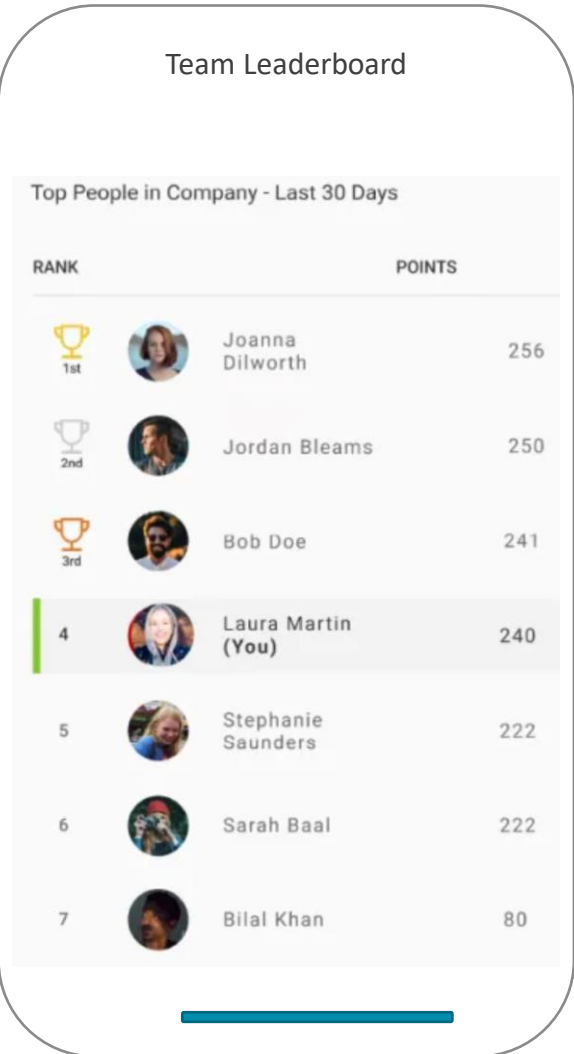
Solution

PDG partnered with the company to analyze their current state and build a Sales Performance Solution to drive the business goal of retaining market share over a two-year period. The proposed solution includes **AI-enabled adaptive learning and a four-phase gamified approach** that pushes content, challenge questions and actions to the teams daily. Teams can interact and compete to gain participation and knowledge points that are displayed in a leaderboard format.



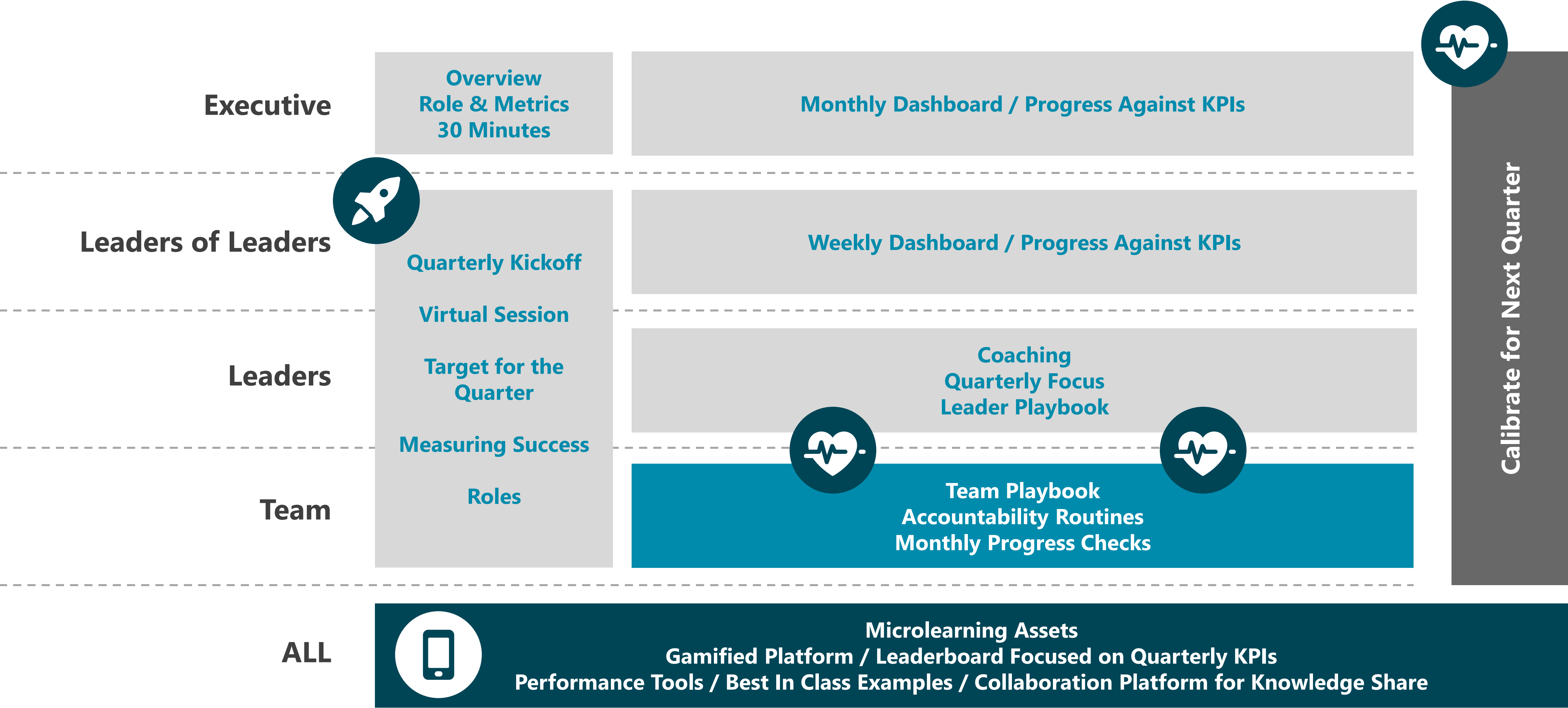
Measurement

Measurement is a key factor of the design with checkpoints at all levels of the organization on a monthly basis. All levels of the organization are participating in the program – from the Executive Team down. **Leaders are holding their teams accountable for progress** weekly. The progression of skills over time goes from: Foundational knowledge > Leaders ability to coach to the skills > Observing the behavior in the field.



Sales Performance Solution Roadmap

Quarterly Framework



How PDG Does It

Business Impact Through Sales Performance

We help you drive measurable business results through high performance solutions.



ADVISE

Current state analysis, curriculum assessment, transformation strategy, implementation planning, and measurement



BUILD

Modern skill building solutions with performance support, coaching strategies, & measurement that help drive the performance you need



RUN

Delivery planning and facilitation, project management, and implementing sustainable program solutions

Functional Expertise in: Sales Performance | Onboarding | Leadership



Sales Performance Framework

Multiple Applications



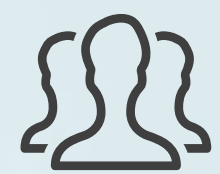
Product Launch



Onboarding



Virtual Selling



**Leadership
Development**



Competitive Selling



Declining Sales



New Sales Model



Business Acumen



**Account Management
Proficiency**



Patient Journey



**Underperforming
Brand**



New Indication

Life Sciences

PDG Client List





Thank you!

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