

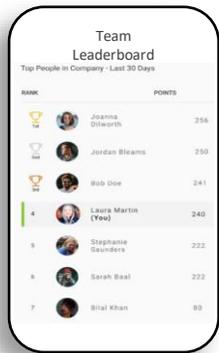


Client Story #1

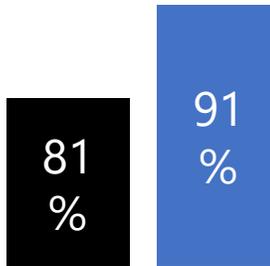
Sales Performance Solution

Large Global Pharmaceutical Company

700+ Sales Representatives



Mobile
5 Min Per day



Knowledge Uplift

Relevant to my role? **94%**

I would recommend? **97%**

More effective in role? **94%**



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.



Client Story #1 (Continued)

Sales Performance Solution

Large Global Pharmaceutical Company

Quarterly Framework for the Sales Performance Solution

