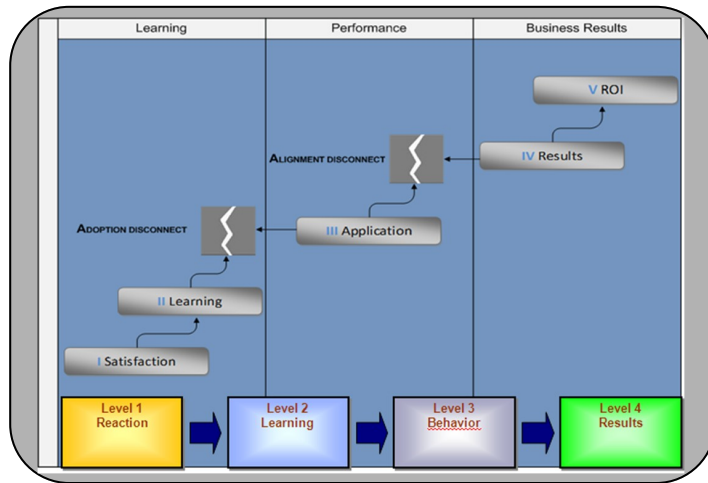


## Case Study: Sales Staffing Strategy and Training



- To improve attainment of sales goals, ValueWise helped:
- Develop consistent hiring processes and staffing strategies,
  - Develop reinforcement curriculum for current sales staff around business acumen, sales process/solution selling, financial acumen, and leadership skills,
  - Design curricula including coaching, new hire, self-paced reinforcement, advanced enrichment, and consultative selling,
  - Make recommendations to leverage existing assets, including LMS and mobile, and
  - Deliver train-the-trainer sessions.

### CHALLENGE

A global manufacturer and distributor of medical supplies was experiencing flat sales growth over the past few years along with rising costs for sales delivery.

### SOLUTION

By thoroughly analyzing our client’s sales process, ValueWise recommended the development of a staffing strategy and Sales College. The staffing strategy incorporates sales research and best practices throughout the hiring process including sourcing, candidate testing and selection. To drive consistently improved results, the Sales College provides training of both sales representatives and leadership by building both new hire and coaching curricula. To ensure adoption, metrics and tracking methods were defined to validate the effectiveness of the College.

### RESULT

To date, we have completed all HR deliverables, advanced facilitation guides and training, assessment/testing strategy training and guidelines, and platinum coaching. The client is now executing selection and training practices independently.

***"We believe that improving sales effectiveness is key to further increasing share of wallet with our existing customers, as well as capturing more new business. Our Sales College, launched earlier this year, takes a best practices approach to building these capabilities. It provides comprehensive on-boarding training for all new sales reps as well as ongoing training for all reps and managers in an integrated curriculum model, positioning us to serve our customers with an even higher degree of satisfaction."***

***- Client CEO during Q3 Investor call.***

### Assessment

Assess Performance – 10 Min

#### Matching Exercise

Facilitator: Ask participants to take the next 5 minutes to match the phrase with the effective listening terms. Write the number of the correct answer in the box provided. Answers may be used more than once.

- Allow the class 5 minutes to complete the Matching Exercise in their workbooks.
- Review the participant's responses to the Matching Exercise.

<input type="checkbox"/> AMP	1. Pharmacies simply cannot manage all the contracts with 3rd party vendors or PBMs so they use this to administer and negotiate better reimbursement rates on behalf of the pharmacy.
<input type="checkbox"/> CIM (6)	2. Approved claims are accepted here and include an authorization number, amount paid and DUR (Drug Utilization Review) information for the member
<input type="checkbox"/> PSAO (1)	3. Receives claim, validates eligibility, coverage, pricing and approval or denial and returns the claim via NPI standards through the switch and back to the submitter
<input type="checkbox"/> EDI (4)	4. The electronic transaction of business between trading partners: ordering product; receiving order confirmation; invoicing data;