

SKILL ASSESSMENT AND CERTIFICATION FOR REPRESENTATIVES

Business Need: To drive performance, Sales leadership and Training required an understanding of the sales force's strengths and developmental opportunities at the individual and team levels.

Training Solution:

DEVELOP ROBUST PHYSICIAN PROFILES & BEHAVIOR-BASED EVALUATION CRITERIA



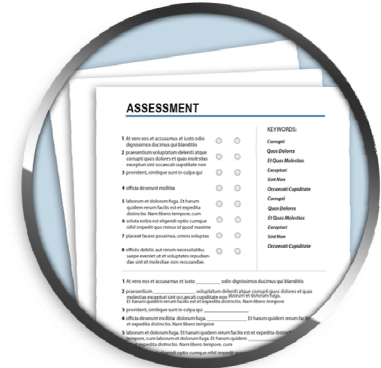
Detailed profiles create a real-world experience while criteria is used to measure behavior.

FACILITATE A SIMULATION-BASED ASSESSMENT



Schedules guide reps through a process where medical professionals evaluate calls.

ANALYZE ASSESSMENT RESULTS



Web-based results highlight individual opportunities, and an executive summary provides national-level strategic recommendations.

Outcome: Assessor feedback drove significant improvements in selling behaviors as the event progressed. Data and observations were leveraged by District Managers to facilitate follow-up coaching interactions with individuals in the field.