



Case Studies: Documenting and Upgrading Sales Training

Business Situation

A well-established, multinational pharmaceutical company had a three-week process for training new sales people in the products they were to sell to hospitals and clinics. This Customer was concerned that its training had grown out of proportion because there were only brief notes to guide the Trainer, who had to embellish much of the information shared with new sales team members. It wanted to document and strengthen the training to ensure it would be consistently applied to all new hires as efficiently and effectively as possible.

ALESYS Solution

ALESYS observed a complete training session conducted for an actual group of new sales team members and documented what occurred.

We then incorporated our proven instructional design methods and prepared a detailed Trainer Guide with supplemental materials that the Trainers could use to ensure a high-quality training session in less time than before. Our design made it easy for the Customer to update its training as new products were added over time.

Results Achieved

This Customer was able to reduce training time by four days, increasing sales productivity significantly. New sales team members were also more effective in closing sales, since they had a more thorough understanding of what potential Customers would ask about the products and could demonstrate the use of the products more effectively.

ALESYS is an international consulting and training company with a focus on leveraging learning to help Customers achieve their organizational goals and use learning as a competitive advantage to generate business profits. We bring a depth and breadth of expertise and best practices gathered during our many years of successful work with organizations all over the world. For organizational change efforts to be effective, only a custom designed approach will yield results. These results must not only solve your organizational issues, but they must also translate into long-term sustainable change and profitability.

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