

## Case Study Healthcare

Multiple sales forces and a sophisticated compensation plan made it difficult for everyone to understand the same information at this pharmaceutical company. BI WORLDWIDE prepped the company to make understanding an easy procedure.

## Challenge

Build awareness and increase the sales force productivity through better understanding of its annual compensation plan.

## Solution

BI WORLDWIDE worked with the pharmaceutical company's compensation group to develop a meeting protocol that could be used throughout different management levels. An engaging Flash was used to build session energy and highlight the positive compensation plan. Train-the-trainer style sessions were created to teach managers how to use the learning sessions with their employees, and guides were created for the sales forces to reference information.

## Results

Sales reps' knowledge of the compensation plan went up after the training by 15%, with a 63% score for understanding over the previous 48%. And with the success, the training and ongoing communications have become an annual initiative for the company.

