

Ensuring Sales Team Readiness for a New Product Launch

The Client

A Fortune 500 global Life Sciences company that treats millions of patients each year with commercial representation in 100+ countries through 10,000+ life-changing products.

Business Challenges

The company launches a multitude of products in different geographies throughout the year. One key element of the product rollout is training the inside sales and distributors on the new products. This was challenging in many ways:

- How to effectively train the sales teams to retain information about new products, their features, advantages and benefits, clinical trial information and to have a meaningful conversation with their customers?

- How to drive awareness and create a marketing buzz about new product launch for sales teams. Current email communications were ineffective in creating engagement.
- No standard way to measure the current knowledge level and sales readiness for teams across different countries, regions and medical specialties, which made product rollouts challenging.
- The clinical sales training teams were from different countries, teaching in different languages about the same products. They were unable to collaborate, leading to duplication of effort
- How to make learning fun and engaging?

The SmartWinnr Solution

SmartWinnr is being used to ramp up product knowledge before any product launch. A typical product launch would see SmartWinnr being deployed 60 days before the the launch date, interspersed with webinars.

SmartWinnr's Create-Automate-Engage framework helped in the easy adoption of the solution.

Create

The product information was used to create questions and SmartFeeds. The SmartFeeds included infographics and videos on most crucial product knowledge, procedures, and technical information.

Internal Reps	8	Weeks
External Distributors		

	80 Questions		40 SmartFeeds
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Automate

SmartWinnr automatically sent individualized SmartFeeds and SmartQuizzes. Based on progressive responses, the platform customized future feeds and questions to bridge the knowledge gap of an individual.

	1 SmartFeed/Day
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	10 Questions/Week
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Engage



Badges



Leaderboards

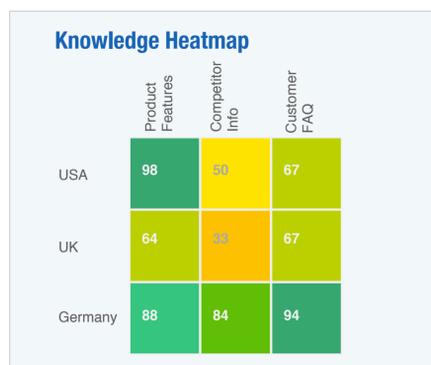
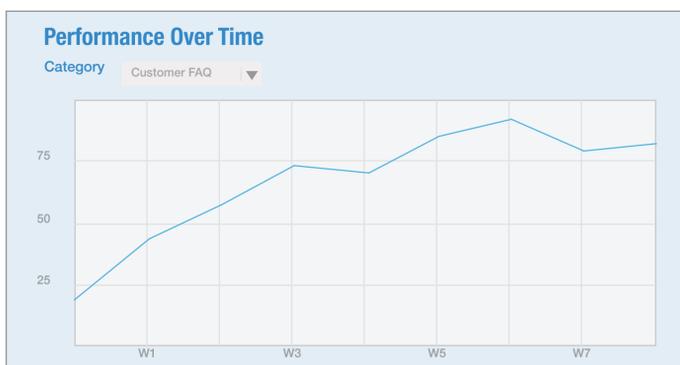


Competitions

We divided associates into teams and ran a product knowledge competition with live leaderboards of teams with rankings, badges, and levels. Everything was automated by SmartWinnr's gamification engine.

Rank	Group	Participation	Average Score
1	Group 1	90% 27/30	87
2	Group 2	83% 25/30	82
3	Group 3	57% 23/40	79

Results



- The overall knowledge levels showed a steady progress
- Knowledge heatmap showed knowledge levels differences. This was used to identify and prioritize training needs and strategies across geographies.

- Sales teams are able to retain a higher degree of technical and product knowledge that's essential to their clinical roles that enables them to better serve their customers and their patients
- 35% reduction in sales rep queries about new product features/benefits, made possible by automated information delivered through SmartFeeds
- 33% reduction in refresher training and webinars, due to better retention of information by the sales team
- The team showed 84% completion rate, a high engagement score made possible by the ease-of-use and gamification elements within SmartWinnr

- Senior management has a clear view of the readiness of their sales teams to sell a new product and ultimately relate it back to their sales performance
- SmartWinnr is enabling Sales trainers to automatically deliver questions based on a sales person's performance and identified knowledge gaps. This influences outcomes as it provides trainers with detailed information, which can be used to generate remedial measures before a knowledge gap starts to impact revenue

About SmartWinnr

SmartWinnr is a gamified platform that helps your team to be smarter, sell more and stay compliant through regular short quizzes and micro-learning feeds. SmartWinnr is trusted by Fortune 500 companies to make knowledge a competitive advantage.



smartwinnr.com
contact@smartwinnr.com

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