



Enhancing Sales Training Efficiency: How a Leading Pharmaceutical Company Utilized Micro-Learning to Boost Sales

Sales training: Pharmaceuticals



Driving excellence through innovative
learning experiences



Introduction

A leading entity in the bio-pharmaceuticals industry, operating across 35 countries globally, grapples with the task of adequately training its Medical Representatives (MRs) to convey the complexities of its diverse range of drugs to healthcare professionals.



Challenges

1. Training MRs on multiple drugs in a classroom environment.
2. The forgetting curve after training sessions leads to a decline in MRs' confidence when communicating the unique features and competitive advantages of pharmaceutical offerings to healthcare professionals.
3. MRs struggle to retain detailed information about each drug, which hampers their ability to effectively highlight the strengths of pharmaceutical offerings during interactions with doctors.





Background

The company aims to develop training content in the form of bite-sized videos accessible on mobile devices, specifically targeting the on-demand learning needs of its employees, including MRs.

The primary objective is to enhance sales by boosting MRs' confidence levels and improving their retention of crucial drug information through easily accessible and convenient video-based learning.

By providing MRs with swift and convenient access to training materials, the company endeavors to empower them with the knowledge and confidence required to effectively communicate the distinctive benefits of their pharmaceutical products to healthcare professionals.

To address the limited attention span of learners, a micro-learning approach was recommended. Training content for each drug is condensed into a single video focusing on its composition and competitive advantages. These videos are designed as explainer videos with simplified language for better understanding.



How Ventura crafted a perfect solution

1. Collaboration between Ventura and the pharmaceutical company was crucial for addressing challenges and goals effectively during implementation.
2. Ventura conducted thorough research on drug use and impacts online to overcome obstacles like limited subject matter expert availability, ensuring optimized SME time during discussions.
3. By leveraging teamwork, thorough preparation, and strategic resource allocation, Ventura aligned the developed solution precisely with the company's training objectives.
4. The successful implementation of a customized micro-learning solution tailored to the company's needs was achieved through Ventura's proactive approach and collaborative efforts.





Strategies used



Microlearning



Explainer Videos



Research



Impact

1. Micro-learning videos enabled MRs to conveniently store and access them on their mobile devices, facilitating rapid knowledge refreshment before engagements with healthcare professionals.
2. Improved accessibility resulted in MRs gaining a better understanding of the pharmaceutical company's products, boosting their confidence in communicating unique selling propositions to healthcare professionals.
3. The enhanced knowledge retention and confidence levels among MRs played a significant role in achieving the targeted increase in sales numbers for the pharmaceutical company.
4. Overall, the implementation of micro-learning videos provided MRs with easily accessible and impactful training materials, resulting in positive outcomes for the pharmaceutical company's sales performance.

