



Raising the Bar™

A Behavioral Roadmap to Sales Force Effectiveness

Achieving Impact

Your salespeople follow your brand strategy, apply your selling model, and deliver your core messages. But are they having an impact?

Too often we focus on activity alone, assuming that higher activity means higher results. Yet doing more of the same can take you only so far.

And the wrong kind of activity can lead to physician push-back and limited access.

So how do we solve this dilemma?

The answer is to measurably improve the quality of each physician-rep interaction to achieve greater impact during each call.

But how?

To Change Your Outcome, You Need to Change Your Behavior

To create impact, you need to change your rep's behavior, from pre-call planning to post-call analysis, by raising the bar of your behavioral expectations. You need your reps to achieve those behaviors that research shows drive the business outcomes you want.

Raising the Bar is a behavioral roadmap for helping your sales force achieve this higher level of sales force effectiveness.

And it works because it shows your managers the exact behavioral differences between average performers and best-in-class competitors in concrete, easy-to-coach ways.

Results You Can Depend On

Raising the Bar will measurably improve your sales force's effectiveness across 10 pivotal behaviors proven to drive business metrics in Level 3 and 4 Kirkpatrick evaluations.

Raising the Bar eliminates subjectivity during field coaching and feedback sessions to gain representative buy-in and commitment to achieving a higher level of sales force effectiveness.

Raising the Bar in combination with Measuring Impact™ helps you objectively identify the most important developmental needs that the sales force needs to address in order to deliver best-in-class results.

Raising the Bar™

Change Behavior, Change Results

Who Will Benefit?

District

Observe, Coach, Pull Through, Sustain

Managers

Raising the Bar makes it easy for managers to communicate and set best-in-class behavioral expectations in a way that reps can visualize and adopt right away.

Raising the Bar takes the subjectivity out of field rides, feedback sessions, and coaching discussions because it focuses on observable behaviors that both manager and rep can agree upon.

Raising the Bar encourages accountability and ownership, and fosters concrete changes in the pivotal behaviors proven to drive business metrics like % to goal and increases in market share.

Representatives

Clear Direction: A Behavioral Roadmap to Success

Reps appreciate the clarity, direction, and focus of Raising the Bar. By helping reps easily see the behavioral difference between average performers and best-in-class competitors, your managers can also help them become self-managers and self-coaches – the true measure of DM effectiveness.

Raising the Bar also gives your reps a clear picture of what to do next. By using a behavioral road map, your representatives can catch themselves behaving in average ways and then look ahead with confidence to what they should be doing. This behavioral clarity is empowering and makes it easy for the representative to take ownership and do the right thing.

Sales Training

An Objective, Field-Based, Training Needs Assessment

Too often, subjective opinion drives the training agenda for a POA or component of your curriculum. And often that opinion is based on old memories or calcified experience.

Raising the Bar gives you an up-to-date and objective needs assessment based on direct observation instead of memory or opinion. This actionable assessment leads to better decisions about which development needs merit investment to drive the clinical and business outcomes you want.

Achieving Measurable and Sustainable Results

Implementation Plan

Step 1

Minimal Customization

Good to Go

Raising the Bar requires minimal customization.

Small tweaks to align with your existing selling model, coaching algorithm, and other key processes are all that is required to hit a home run with Raising the Bar.

Step 2

Manager's Certification

Model Excellence

The first step in Raising the Bar is to certify your managers in the Raising the Bar process. During this half-day workshop, your managers will learn about the 10 pivotal behaviors of best-in-class performers, what average looks like, and how to move from average to best-in-class.

Your managers learn to become astute and objective observers so they can correctly assess their representatives' current behaviors, provide objective feedback, and gain buy-in and commitment to moving to the next level of behavior, performance, and development.

Finally, your managers become certified to cascade the Raising the Bar workshop to their district and set in motion a fact-based developmental partnership that measurably improves rep behavior and business results.

Step 3

Behavioral Baseline – Setting the Stage for Kirkpatrick Level 3 and 4 Evaluation

Measure Impact

Before your managers cascade Raising the Bar to their teams, they ride in the field to capture a behavioral baseline of their entire district from which you can identify developmental opportunities and, most importantly, track progress, address stubborn development needs, and build on a representative's strengths.

This behavioral baseline is critical for making effective decisions and demonstrating the value of your learning and development function.

Step 4

Cascade

Create Consistency

Next, your district managers cascade the Raising the Bar program to their sales team in an easy-to-deliver three-hour workshop that is highly interactive and uses adult learning principles.

The workshop introduces your salespeople to the 10 pivotal behaviors and shows them how to become astute and objective self-observers so they can become more effective at self-coaching.

Step 5

Ongoing Observation, Coaching and Pull Through

Actively Pull Through

Finally, your managers ride in the field on an ongoing basis, periodically capturing successive baselines so you can track progress and measure impact!

Raising the Bar™

Change Behavior, Change Results

Options for Learning More

Option 1

Ask questions, get answers.

Phone Call

Give us a call at 215-579-0540 or 800-516-4845.

Tell us what you're thinking about.

Let us answer your questions.

Decide if it makes sense to meet.

Option 2

Take a closer look.

One-on-One Meeting

In this face-to-face meeting we'll listen carefully, answer your questions, and show you any level of detail you'd like, from the instructional design to coaching and pull through, so you can decide if it makes sense to involve others in your organization.

Option 3

Let your team evaluate the details.

Executive Overview

This executive overview covers all the appropriate details. You'll see the instructional design, participant guide, train-the-trainer materials, and coaching and pull-through process in an efficient 60- to 90-minute format. We can also cover customization, pricing, and different delivery options.

Option 4

Experience the program.

Pilot

Once you've done a preliminary evaluation and involved other stakeholders, let us conduct a pilot. We'll take care of everything so you can get real feedback from your internal customers as to the value of Raising the Bar in their world.

Call Now

1-800-516-4845 to learn more about Raising the Bar.