

Global biopharma company leverages DiSC® expertise to maximize engagement

Better engagement, better patient outcomes

As a multinational leader in the biopharmaceutical market, this company strives to provide the most valuable gift to its critically ill patients—the gift of time. The organization’s innovative therapies and medicines help to prolong or even save lives through scientific and biologic means. Responsibility of this magnitude comes with great commitment to its client base as evidenced by their investment in employee development to deliver results quickly, efficiently and compassionately.

The business of improving the quality and length of life is ultimately about people—those you serve and those you interact with to make that happen. Making the sale impacts more than the company’s bottom line. It impacts patients whose lives depend on it. As such, understanding different buyers’ styles enables the sales force to apply that knowledge toward successful transactions, benefiting both the organization and the consumer.

Enlisting the help of The Center for Leadership Studies (CLS), a longtime partner in custom leadership development training, the organization expressed a desire to strengthen their field representatives’ customer engagement. Knowing they wanted to utilize Wiley’s Everything DiSC® Sales assessment, they sought consultative guidance from CLS on the best way to implement the training specialized for their audience.

Industry: **Biopharmaceutical**

Number of Employees: **22,000**

Challenge

Leveraging DiSC® in a unique deployment scenario that caters to the multinational audience

Solution

Creating multimodality training and sustainment materials to support global corporate sales initiatives

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Style matters

With their goals and tool identified, the client was partway to a solution. The DiSC® assessment's resulting profile would provide insights into buyer behaviors and preferences, enabling the field representatives to better diagnose, leverage and flex their own natural selling styles, thus creating alignment with customer needs, expectations and buying styles. The ability to predict a buyer's reaction and adjust their strategy accordingly would provide sales representatives with an innate advantage for success. The overarching takeaway being: Not all buyers are the same and you must recognize and adapt your style to theirs to build a mutually beneficial relationship.

With decades of experience in DiSC® instrumentation, CLS prescribed a thorough client-centric program that included: prework with an online module and activity, a one-hour interactive webinar and a four-hour instructor-led training (ILT) deep dive into customer buying styles. Job aids and other supplemental materials were integrated to sustain participants' learning after the training event.

Comprised of the Everything DiSC® Sales assessment, an interactive web module, an in-depth self-reflection activity and journal, the prework positions the foundational learning to support the rest of the training. Following the completion of the prework, participants attended a virtual webinar that provided a comprehensive review of the DiSC® profiles and individual selling styles. Finally, participants attended a highly interactive, application-based virtual instructor-led training (vILT) that provided ample opportunity for the participants to practice accurately diagnosing signs and styles and mapping to DiSC® for action alignment.

Successful interactions require an appreciation and consideration of different styles.

SOLUTIONS EMPLOYED

- Everything DiSC® Sales Profile
- Introductory Everything DiSC® e-learning module
- Self-reflection activity focused on participants' selling styles
- Self-reflection journal to track personal insights
- One-hour interactive webinar
- Four-hour deep-dive ILT

A vision for the future

Just like the positive outlook they advocate for patients, the organization looks optimistically to the future of the program. Following its well-received and successful pilot, the company envisions disseminating the program beyond U.S.-based sales personnel as well as extending it to medical and account managers. This global rollout will promote a universal selling mindset across the organization to meet corporate goals. As a committed training partner, CLS plans continued support by gauging success and adapting approaches as needed.

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