



Knowledge as a competitive advantage for field sales reps

Novartis feels the way to beat the competition is for its pharmaceutical sales representatives to be seen as being the most professional by the doctors they call on. To do that, it devised a sales method centered on its reps developing a thorough command of relevant knowledge so they're perceived as trusted advisors.

Its Latin America-Canada (LACan) region team chose Central to create ongoing interaction with microlearning to up knowledge retention, drive behaviors, and motivate reps to learn from each other. Outcomes were outstanding.



37%

Improvement in key performance indicators



15%

Better perception as professional vs. competitors based on in-region doctor surveys



78%

More posts on sales training channel than any other



ALVARO DUQUE
Sales Training Manager, LACan region



Central helped our team get recognized as the best in the region.

Building trust through proficiency

Novartis is one of the world's largest pharmaceutical companies. It takes pride in a workforce that is talented, committed, and responsible; all essential to a company fulfilling its purpose of reimagining medicine. A key value is professionalism; a factor used to recruit, develop, assess, and reward its people.

Professionalism is also seen as a key factor in its reps' ability to differentiate the Novartis brand from competitors. The company believes that their knowledge and skill to serve as trusted advisors to doctors sets it apart. Novartis identified a key to its success was to drive proficiency and to have reps adopt desired behaviors.



Central's training and engagement concepts are fully aligned with Novartis' philosophy.

ALVARO DUQUE
Sales Training Manager, LACan region

Always learning. Always sharing.

"Novartis product knowledge inspires confidence in associates and trust in customers. The power of our knowledge ultimately facilitates greater patient access to our drugs, and enables us to win for patients," said Alvaro Duque, Novartis' Sales Training Manager, LACan region.

"We wanted to create a culture where reps are always learning and collaborating. We wanted them to not just learn once and forget but to retain knowledge, to discuss it, and review it in the field after and before their conversations with doctors. Only by making it engaging, relevant on a personal level, as well as available everywhere, could that be achieved."

Approach

Novartis created the concept of a university campus, an online environment that had Central advanced gamification and mobile microlearning central to its framework. Employees move through each campus building where they are given weekly challenges and learning cadences, based on their roles and knowledge levels. As curricula is completed, points accumulate toward the level needed to gain certifications.

A group channel on the company's Yammer messaging system was connected to the Central platform to share success, give advice, and communicate ideas and experiences among the reps.

Advanced Gamification

Having learning happen in an environment with gamified challenges, missions, and recognition for progression makes it fun, appealing, and effective. Engagement increases and encourages a continuous learning habit.


In addition, reps got quizzes, simulations, and monthly challenges as well as engagement and commitment reports plus recognition.

Personalized Microlearning

Reps get personalized microlearning that is available on the desktop or mobile. Being able to learn everywhere drives engagement and positive outcomes. Linking Yammer to Central also fosters collaborative learning and knowledge sharing.

Real-time Performance Management

Novartis utilizes Central to assess reps before and after each doctor visit. They learn how well reps apply sales methodologies as well as if they draw on their knowledge effectively while in a meeting with a doctor.



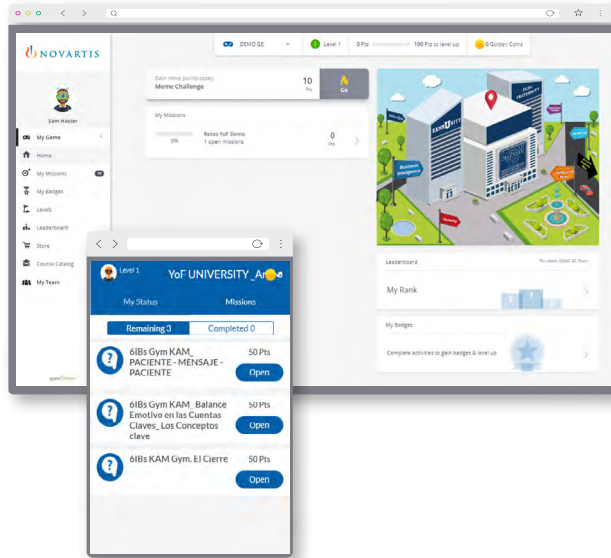
"As my product knowledge grew so did my confidence."

MARTA
Pharmaceutical Sales Representative

Results

Surveys among doctors seen by Novartis reps and competitors found the company's personnel got higher scores, as much as 10-15% better, on preparation, ability to identify needs, quality of service, visit frequency, and closeness to rep, professionalism exhibited by the rep.

There was a strong correlation between engagement with and use of Central gamified microlearning and sales performance management. Reps in a key part of the region beat their quota by 37%. Over the entire region, the quota was exceeded by nearly 5%.



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About Central

Central helps the world's leading companies make employees the center of business success by improving their engagement, learning, and performance while enhancing the coaching abilities of their managers.

Its holistic platform simply works Better Together because it blends advanced gamification, personalized microlearning, and real-time performance management to sustainably motivate employees to challenge themselves and strengthen skills while providing data-driven feedback in their quest to reach their full potential.

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Central generated high traffic, commentary, and collaboration throughout the program.

ALVARO DUQUE
Sales Training Manager, LACan region

The level of collaboration and knowledge sharing is shown in use of Yammer. Participants read and shared posts 78% more than on any other channel. More than 28K posts were created, including tips and peer recognition.

Nearly 90% of reps involved in the program rated their experience "Good" to "Very Good," stating it was valuable and asked for more learning activities.