

Start Up Organization Launching First Product

Issues Affecting Success

- New biopharmaceutical company with innovative product to treat rare disease
 - First commercial launch of new organization
 - Lacked expertise as to how to launch new product
 - Hired training director and had no other training personnel
 - Prepared to hire sales force
- Marketplace: Lack of awareness among physicians.
 - Most had only handful of these patients to treat

Delta Point's Solution

- Delta Point became their launch partner and developed comprehensive pre-launch plan
 - Coordinated strategic plan with both sales and marketing
- Designed and delivered sales pre-launch training
 - Combined interactive training with reading preparation materials and self-check assessments
- Provided assistance with interviewing and selecting new managers
- Partnered with sales training to create new selling model based on customer-focused mindset
- Created new coaching framework based on new selling framework and developed new field evaluation form
- Providing *Coaching Selling* training for managers:
 - How to develop coaching mindset
 - Difference of leading versus managing
 - Overview of the selling approach including
 - Brand positioning
 - Selling excellence: Knowledge/Messaging/Relationships
 - Developing selling skills necessary to create meaningful dialogue with customers

Results

- Launched new product in new market with new sales force led by first line sales managers who, thanks to training, had developed competency in coaching selling
- In its first year, exceeded goal; attained 105%

To respect our client's confidentiality, we do not refer to client names but describe the type of organization. Individual clients are available to provide references and/or testimonials once we have vetted the request from potential customers.