CASE STUDY

DRIVING SALES PERFORMANCE

ABBOTT DIAGNOSTICS

Executive Summary

Abbott Diagnostics is a global healthcare company whose solutions drive smarter decision-making across healthcare organizations. Abbott had undertaken an ambitious project to both upgrade its Salesforce.com environment, and implement a new sales management process.

Abbott engaged Dashe & Thomson to create a change management strategy and learning solution that would enable sales teams apply the new system and processes, and ultimately meet new performance targets.

Challenges

THREE PRIMARY AUDIENCES WERE AFFECTED BY THE CHANGE TO A NEW SYSTEM AND PROCESS, REGIONAL SALES MANAGERS, FRONTLINE SALES MANAGER, SALES REPRESENTATIVES. CHALLENGES FOR THESE GROUPS INCLUDED:

- Regional Sales Managers were frustrated that the new Salesforce environment did not provide aggregate views of critical metrics

- Frontline Sales Managers, who previously operated in a sort of "supersales" role, were challenged to become more active as leaders and coaches

- The new sales management process required strict adherence to a weekly, monthly, and quarterly meeting cadence for all roles
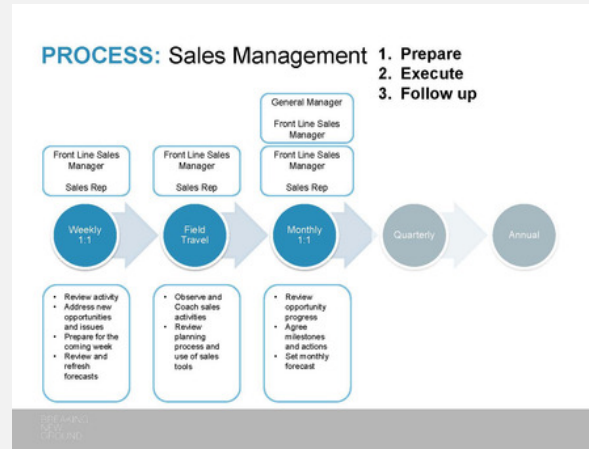
Our Solution

Dashe & Thomson partnered with Abbott to design a change management strategy that included communications, training, and a measurement approach to track progress during the implementation.

We then designed a role- and activity-based learning program in which all groups would meet weekly to discuss goals, outcomes, and opportunities for development.

Dashe & Thomson developed five case study scenarios, enabling sales personnel to practice new processes, and identify, discuss, and resolve issues with the change. This created an environment for these pairs to be effective in their meetings and to discuss needs and opportunities for improvement.

SAMPLES

ILT - Sales Enablement

SAMPLES

Activity Packet - Sales Enablement

How It Helped

Because we employ a role- and process-based approach to instructional design, the Dashe team quickly recognized gaps in Abbott's sales processes and system procedures. Our solution included developing a dashboard that provided an aggregate view of metrics that sales staff had not yet seen.

This solution enabled the sales teams to work together effectively, identify new opportunities for development, and reach target metrics.

Feedback

The Abbott Diagnostics management team was thrilled with the results. They found the practice-intensive approach especially effecitve, and that learners quickly had gained a solid understanding of the new sales management and meeting cadence.

Abbott's sales leaders were eager to roll-out the changes across the company, with the support of Dashe's change and training solutions. We delivered a train-the-trainer to allow the core team to deliver this solution globally.

Let's make learning happen.

We look forward to working with you to design your next learning solution.