



CASE STUDY

Pharmaceutical Sales Organization Doubles in Size, Evolves Its Culture

A fast-growing pharmaceutical sales division sees its most successful product launch to date. The newly expanded sales force creates new strategies and approaches, resulting in the highest Sales Force Effectiveness rating in company history. The culture is further enhanced and breakthroughs in business results achieved.

BREAKTHROUGHS
Breakthrough Business Results
Culture Change

“I cannot imagine a more outstanding resource during our vertical growth phase than Being First. They contributed whole-sale knowledge, expertise and guidance in organizational effectiveness, change leadership and executive development. Their skills were invaluable, and I would recommend them with no reservations.”

President & CEO

Challenge

A fast-growing pharmaceutical sales division was about to release their first “blockbuster” drug. They had an ethical, relational, highly communicative, yet hard-driving culture unlike any in the industry. They needed to significantly expand their sales force and leadership structure in advance of the release.

Company leaders feared the loss of their unique and successful culture during this rapid scaling phase. It was critical that newly hired sales leaders and representatives

rapidly integrate into its culture. Creating an agile and aligned sales team was an absolute necessity.

Immediately after the decision to design and implement a go-to-market strategy for the new drug, senior leadership asked us to help them envision, design and orchestrate a process that would expand their sales team, choose, align and integrate new members, and simultaneously preserve and further evolve their great culture.

Solution

We partnered with a cross-section of regional leaders and sales representatives to precisely define their current and desired culture. We identified clear areas for improvement, which surprised the leaders who previously thought the culture to be perfect as it was. Simultaneously, we specified the breakthrough leadership and sales representative competencies, which were immediately integrated into their hiring and onboarding process.

One highlight of the project was the “One Tribe” five-day event – a strategy, alignment

and team-building workshop, which took place on a native people’s reservation. This was a momentous moment in this organization’s history. The company founders and long-serving leaders recounted the history of the company while gaining the active involvement of others to create a “shared story” of their successes, challenges and occasional setbacks. This powerful event immediately preceded one of the most successful product launches ever in the history of the industry.



Results

- ▶ 183 leaders and sales representatives, were recruited, hired and on-boarded by a process described as meaningful, respectful of diversity standards, culturally-aligned and time-efficient.
- ▶ 28 new regional sales teams were built, and team relationships strengthened to weather the challenges of their rapid, continent-wide product launch.
- ▶ New sales strategies and approaches were collaboratively developed by the expanded sales force resulting in the highest historical Sales Force Effectiveness rating ever.
- ▶ FDA and competitive challenges forced the company to course-correct several times during the launch, with the sales team showing agility and exemplary learning abilities.
- ▶ The most successful product launch to date which leaders attributed to the entire, fully-integrated process

ABOUT BEING FIRST

Being First is a Breakthrough company, providing advanced expertise in personal and organizational transformation since 1988. We open leader’s minds, develop their self-mastery and equip them with the advanced Conscious Change Leadership skills to transform themselves, their organizations, communities and cultures.

As Strategic Advisors to the C-Suite, we provide an integrated System of Transformation that builds transformational leadership capability by providing your leaders with the consulting, training and development, coaching, methodology, tools and assessments to perform optimally and Achieve Breakthrough.

For more information, BeingFirst.com or call us at +1 970.385.5100.