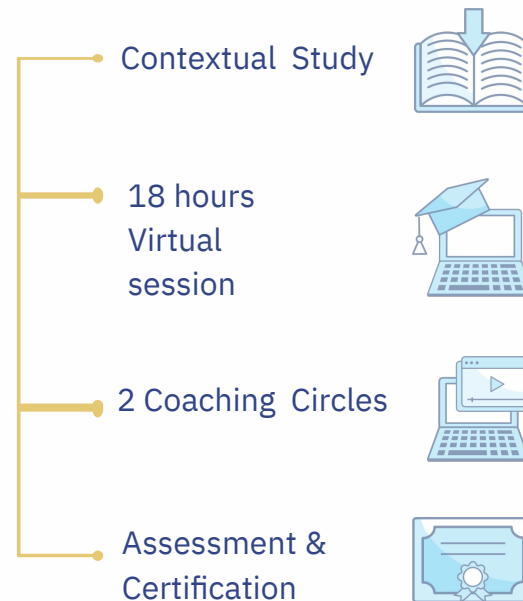


Selling through Story Telling at a Pharma Giant

Aim

Our client initiated this intervention keeping in cognizance of the need to build Credibility in sales conversations by their Medical reps, specifically By providing unique insights of the composition of the drug, dosage and its merits through relevant narrative and presenting it in form of palpable stories with the stakeholders to make impact emerged as an approach. Nuts and Bolts drove a blended approach with certified trainer, Story telling competency framework and a model.

Methodology



Results and Delivery

- 6 sessions of 3 hours each over 1.5 months with 2 coaching circles
- Coverage of 35 participants representing key therapies
- 5 level proficiency level defined for Story telling
- 7 point pillars to story telling across 5 styles
- 5 Toll gate based assessment and grading for certification
- Case Studies customized to meet the different therapy units and stakeholder like doctors, pharmacists and medical directors
- Micro Learning Units
- 30 Point Quiz and Customized Metaphor Guide