



## Adopting Best Practices to Enhance Sales

Blackdot helps a leading pharmaceutical company develop a new sales management framework to improve coaching and performance management.



### CHALLENGE

A global pharmaceuticals company needed to improve its poor sales performance following a recent merger and the failure of some business units to achieve minimum sales targets. However the company's primary concern was the lack of clarity at senior leadership level around what initiatives could actually drive improvement.



### SOLUTION

After Blackdot completed benchmarking across all of the company's business units, significant sales improvement opportunities were identified. To take advantage of these opportunities, our consultants collaborated closely with the company's sales leaders to establish a new sales management framework, which drew heavily from Blackdot's proven best practices. The framework was rolled out via a company-wide sales leadership forum that incorporated Blackdot's Sales Management Disciplines program.



### RESULTS

- Enhanced rigour and effectiveness of coaching and performance management by utilising the Tight-Loose Methodology
- Establishment of a clear action plan to help sales managers convert salespeople into True Believers™ (those who follow the sales process and consider it simple and enabling)
- Creation and roll-out of new sales management rhythms.