# Case study
# Channel Sales

## Background

One of Australia's largest pharmaceutical company's approached Workstar to develop a channel sales program that would help pharmacy assistants become brand champions, recommending their products to customers over competing brands. The program would also need to support the company's sales representatives in driving sales and strengthening loyalty in each territory.

## The challenge

- With a number of competitor programs in operation, we needed a way to differentiate our clients program from the rest and provide a more relevant learning experience that gave Pharmacy Assistants (PA) the skills and knowledge needed to confidently recommend our clients products over competitor products.
- Sales Representatives were now using iPads so our client wanted to incorporate specialized content into this new tool to ensure the sales calls with pharmacy assistants were more meaningful, relevant and effective.

## Objectives

- To create and retain mind-share and brand loyalty
- To help ensure that our client's brands were recommended over other alternatives
- To increase sales of our clients products in pharmacies across Australia and New Zealand
- To educate sales managers on need-based selling (should we explain what need based selling is?)

Quizzes were built in to check and assess understanding of business-critical skills, with in-store training tasks to apply the skills learned.

## Approach

For Pharmacy Assistants (PA):

- To create and retain mind-share and brand loyalty
- On-going long-term, short-term, and 'just-in-time' learning initiatives were created to address different types of learning needs throughout the course of the year. Each initiative was specific to the key symptoms and customer needs for that season ie: during winter the emphasis is placed on relieving flu symptoms and other common winter season ailments.
- Each initiative is supported by a series of interactive learning modules, quizzes, competitive games, and other activities, which helps to build interest and motivation while further developing the PA's knowledge, skills, and confidence in recommending our clients products to their customers.

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| **Year:** | 2013 |
| **Client:** | One of the world's largest consumer health companies |
| **Aim:** | Leverage face-to-face engagements with pharmacy assistants |
| **Solution:** | Dashboard to provide real-time data on each pharmacy sales performance, and tablet based interactive facilitated conversations |
| **Results:** | Over 2,500 pharmacies using the platform. Winner of the gold award for Best eLearning Model at LearnX. |

For Area Sales Representatives:

- A series of "Engagement Dashboards" were created to allow easy access to information and data helping to inform and increase the efficiency of sales calls relevant to each individual pharmacy and pharmacy assistant.
- A series of product-specific Engagement Tools were created to help facilitate conversations between Sales Reps and PAs about key product ranges for that particular season.
- Dashboards and Engagement Tools ensured Sales Reps were building the pharmacy assistant's knowledge and skills required to confidently recommend our client's products to their customers. And being more timely and relevant is enhancing the relationship between the PA's and Area Sales Representatives.

## The results

- A 56.6% increase in new users over the previous year's results
- An 8.98% increase in logins over the previous year's results
- A 28.9% increase in learning over the previous year's results
- Over 2,500 pharmacies using the platform
- Over 4,000 active PAs/sales people
- Over 150,000 learning activities completed

To find out how Workstar can help you get the results you need, please contact us.

**2014**

**LearnX Award**
Gold
Best eLearning Model
Blended

**2014**

**LearnX Award**
Finalist
Best eLearning Model
Online