iCoachFirst® Case Study

Creating a Culture of Coaching and Development through Technology

How a start-up, specialty Biotech company installed a technology-driven coaching and development process the field sales organization embraced.

iCOACH**i**ST

Situation:

- Biotech company that assembled an entire commercial organization in under 3 years of top performing professionals in the specialty arena

- Gained FDA approval of breakthrough product in October 2015 and launched product in January 2016

Need:

- Establish a coaching culture and development culture with an experienced commercial sales team in a short amount of time where no formal coaching and development philosophy existed

- Quickly implement a number of critical tools, processes, and systems to support the organization, including a coaching and development platform to fuel the engagement, performance, and productivity of the field sales force

- Leverage the technology of iPads to create an effective, efficient, easy, and transparent Field Development Coaching Report process

- Link the new coaching and development platform with existing systems and other essential components, such as competencies, selling skills, and key performance indicators that assist in driving field sales success

- Ensure the coaching and development system can grow with and support other areas of the organization in the future

Solution & Results:

- After extensive research and a formal RFP process, the company selected iCoachFirst® to serve as the organization's technology-based field coaching and development platform

- After conducting field surveys and other requirements gathering sessions, the organization created a tailor-made Field Development Report to serve as the foundation of the iCoachFirst platform

- The customized Field Development Report included key components the organization recently developed like role-based competencies, selling models, key performance indicators, sales results/activity metrics, and individual behavioral styles indicators to create maximum impact when using the coaching report in practice

- The organization linked their CRM and SSO systems to iCoachFirst to capitalize on the organization's technology platform investments

- The company's sales force successfully completed over 1,100 field coaching and other coaching interactions in the system within the first 8 months of system launch and usage

- The organization has reported an "extremely positive coaching and development culture" with "significant field adoption and engagement of the system"

- Other critical field development areas such as mobile training capabilities are being planned for within the iCoachFirst platform, thereby eliminating the need for multiple, redundant, and cost-heavy systems