

Disclaimer

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The Use of Simulators (Actors) to Enhance Selling and Coaching Skills

Overview

- Coaching Workshop executes GROW model of feedback in preparation for coaching at the selling skills workshop
- Selling Skills workshop – field force provides feedback to each other to gain list of best practices. Leadership team uses skills learned in the coaching workshop to effectively coach the selling scenarios
- Synergistic execution of leadership and selling skills development workshops

SIMULATIONS, Inc.

**Trusted educational partners in the Healthcare industry
since 1978**

38 years focused on adult experiential learning.

Work tailored to a client's current needs and objectives.

Highly trained professional actors create a “no-risk reality”,
an experience closest to real-world without the jeopardy.

The next-step in Role-Play/practice

- A focus on education, on-going development.
- An effective, *progressive* educational exercise.
- Simulators also help provide feedback and offer participants opportunities to build upon their initial performance in a scenario.
- The optimal learning experience possible in an interactive application exercise designed for true *ownership* of skill sets.
- Began a concentrated focus on Sales and Management-level training in 1993. For several client organizations, we are a regular and critical element of their New Hire and on-going Leadership curricula.

Dynamic group learning environments

- Each classroom focused on several current, key scenarios
- While one participant engaged in a role-play, other participants observed
- Participants learned from not only their own roleplay, but also from watching their peers.
- Feedback segment following each interaction allowed for group commentary/Trainer coaching.
- Simulators also added to facilitation, and commented from various characters' point-of-view.

Agenda

Introduction to workshop

Simulation #1- Probing (Manager)

Simulation #2 – Gaining Agreement (closing)
(Manager)

Simulation #3 – Sales call (field force)

Simulation #4 – Sales call (field force)

Key Takeaways

Q&A

Coaching Workshop

Coaching Workshop - Objectives

- Increase comfort level and effectiveness of coaching conversations
- Using feedback as a tool for capitalization of strengths and improvement of selling skills utilizing the customer-centric methodology
- Observe examples of role plays for selling skills workshop
- Enhance manager capability in providing feedback and writing subsequent, more effective FCRs

What is Coaching?

Coaching is a process of discussion, review, and feedback. Spending time and discussing the business does not build skills

“Coaching is taking a person from where they are to where they want to be.”



GROW Model

The GROW Model...



- Provides a structured, effective process for accomplishing goals and overcoming challenges.
- Reinforces productive conversations through inquiry and advocacy
- Enables the coachee to break down an issue into its basic, factual parts – then develop solutions.
- Supports the coachee in creating actions he is committed to
- Facilitates the coachee to GROW in the process to a more empowered person

**Actively
Listen**

**Open-ended
Questioning**

**Refrain from
Advice**



Establish the **Goal**

A realistic goal

Explore opportunities for growth

Listen and inquire to discover potential barriers and challenges



Examine Current **Reality**

Inquire as to what is currently happening relative to the goal/issue

Encourage Self-Assessment

Discard Irrelevant Information



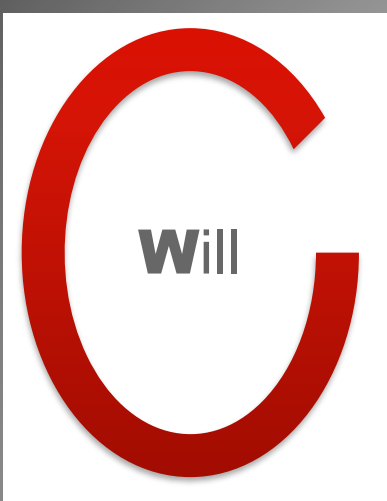
Option
s

Explore the **Options**;
Define the Obstacles

Brainstorm:
What is possible?

**Ask questions to determine
feasibility**

**Discuss how to handle potential
obstacles**



Establish the **Will**

Action:

Facilitate the creation of an action plan

Choose:

Get Commitment to Act; set deadlines

Follow-up:

*Schedule time to review progress
and provide support*

*“The journey of a thousand miles begins with a single
step.”*

~ Lao Tzu

Selling Workshop

Selling Workshop Objectives

- Increase comfort with more challenging HCP interactions
- Enhance delivery
- Increased confidence and competence executing the customer-centric methodology