

LTEN[®]2023

**FOCUS
FORWARD**

Welcome and Thanks for Attending



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Scaling Success: Leveraging Digital Learning and Development to Replicate Top Sales Performers.

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Edwards Lifesciences



Tell Us How We Did

Take One Minute to Share Your Feedback

From the app:

1. Select this Workshop
2. Click on Survey to Complete

Every Workshop Survey you submit enters you into a daily drawing for **one of three \$25 Amazon gift cards!**

A screenshot of a mobile app survey form for the LTEN Annual Conference 2023. The form is titled "LTEN Annual Conference 2023" and includes a home icon. The questions are: "Session Name", "How valuable did you find the information presented at this session?" (with a 5-point star rating from "Poor" to "Excellent"), "What information in this session was most useful to you?" (with a text input field), and "What would have made this session better?" (with a text input field). A "Done" button is at the bottom, and a "Privacy Policy" link is in the bottom right corner.

Learning Objective:



Understand the key skills and behaviors that contribute to top sales performance



Learn about the various digital tools available for sales training and development



Understand how to use digital tools to provide more personalized and accessible training



The Importance of Clear Sales Process Definition

Understanding Customers

Value Proposition

Performance Expectations

Feedback and Coaching



Activity

Group Discussion: Share examples of how you have clearly defined your sales process in your organization.



SALES SUCCESS 
SUMMIT

$20 \times 7 = 140$
courses
10,000
14,000 enrollees

Eric Nitschke
VP, Commercial Enablement
Corporate Visions





Key Skills and Behaviors that Contribute to Top Sales Performance

- Empathy:
- Active Listening
- Understanding Customer Needs
- Problem-Solving
- Excellent Communication
- Persistence
- Product Knowledge



Activity: Pair Exercise: Role-play a sales situation demonstrating these key skills and behaviors



Leveraging Digital Tools for Training and Development

- **E-Learning Platforms**
 - Personalized learning experiences
 - Wide array of topics and skills
- **VR Simulations**
 - Immersive, realistic training scenarios
 - Engaging and effective learning
- **Mobile Training Apps**
 - Learning on-the-go
 - Instant feedback and progress tracking



Activity



Microlearning

A course delivered in the flow of work with a ChatGPT-powered conversation simulator to support application.

SMS



Scan the QR code or say Hi to (252) 659-5071

Web



Scan the QR code or [click here](#)



New Hire Onboarding

On-demand support for new hires and scheduled nudges to accelerating onboarding.

MS Teams



Scan the QR code or [click here](#) and say Hi

Web



Scan the QR code or [click here](#)

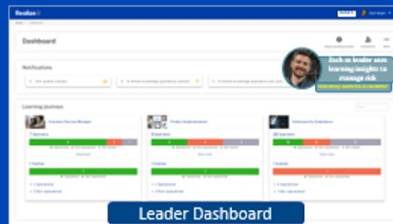
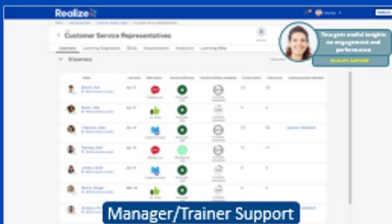
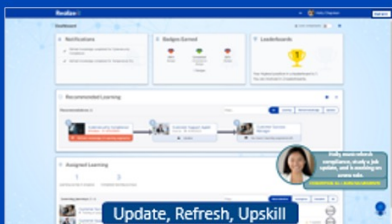
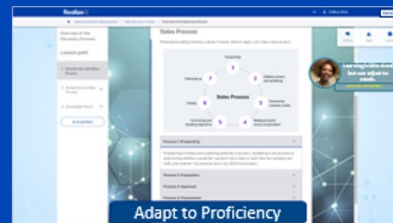
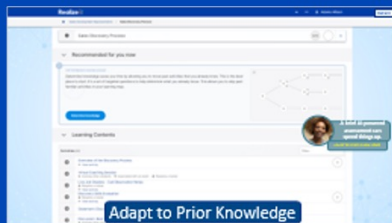
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Breakout



Realizeit Adaptive Onboarding





Digital Content

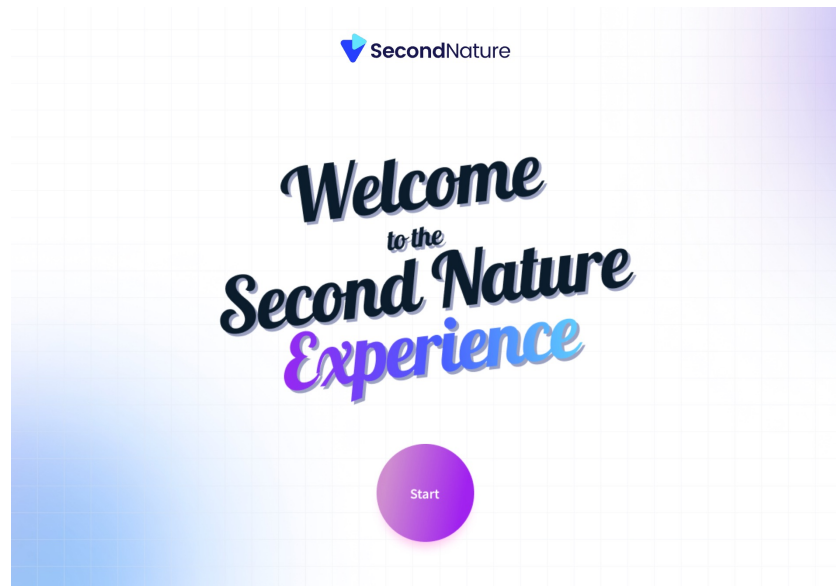
What might you ask to continue to uncover needs?

Select the correct answer from the choices below.

Have you ever considered our new anti-platelet drug?

Where does your current treatment plan fit into your algorithm?

How do you currently make decisions to convert patients to a new drug?



Allego Customer Digital Sales Rooms Clickable Tour

allego

Search for content, people & documents

Home

Tools

CxOs

External

State

Channels

Digital Sales Room for Allegheny Health Network

Allegheny Health Network

Making Your Patients Healthier, One Day at a Time

Ultrasound machine

Tutorial

Allego Training

Regular Feedback and Coaching with Digital Tools

Performance Tracking

Feedback Mechanisms

Gamification in Training

Interactive Training

Improvement Areas

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”

*We do not learn from
experience... we learn from
reflecting on experience.”*

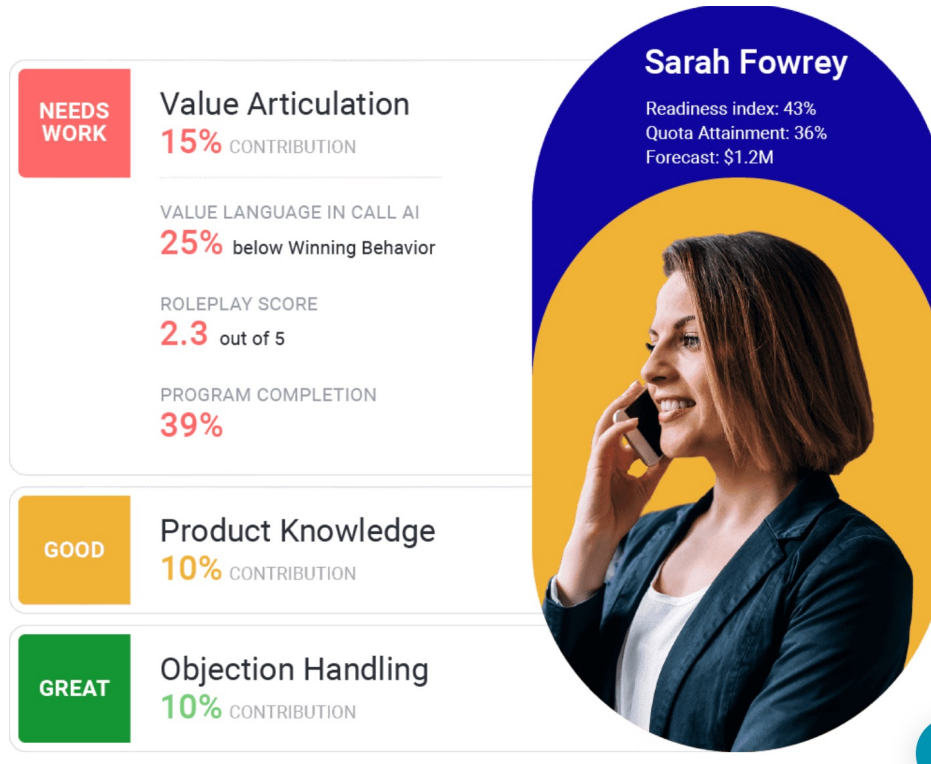
John Dewey

The background is a dark, deep space scene filled with numerous stars of varying brightness and colors, including white, blue, and red. There are also faint, wispy nebulae and light trails scattered across the field of view, creating a sense of depth and vastness. The overall color palette is dominated by dark blues and blacks, with bright highlights from the stars and nebulae.

EFFECTIVE FEEDBACK

A CoPILOT VR LEARNING SERIES

ACTIVITY



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Breakout Activity



Measuring the Effectiveness of Digital Training



Importance of Measuring Digital Training Effectiveness



Key Metrics for Evaluating Digital Training



Continuous Improvement through Assessment





Home



Create



Browse



OneLake data hub



Apps



Metrics



Monitoring hub



Deployment pipelines



Learn



Workspaces



Mv

Pages



Overview

Assessment

Device walkthrough

Phase 1

Phase 2

Phase 3

Phase 4

Phase 5

Phase 6

Phase 7

Phase 8

Phase 9

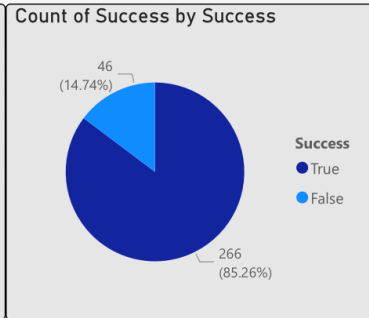
Phase 10

Phase 11

Phase 12

Actor

- Select all
- Charla+Anderson
- Craig+Toedtli
- Dave+Wonch
- Evelyn+Carrillo
- Heather Metzel
- Heather Metzel



Count of Complete

Score

Select all	2.00
-11.00	10.00
0.00	

Action

Select all	abandoned video	answered	attempted	completed	completed video	experienced	failed	left
------------	-----------------	----------	-----------	-----------	-----------------	-------------	--------	------

Object	Response	Success	Complete	Score	Verb	Timestamp
person	Accurate baseline hemodynamics can be obtained by having:	True		2.00	answered	1 month ago (1)
person	All of the following in the post THV deployment is appropriate except:	True		2.00	answered	1 month ago (1)
person	All of the following in the post THV deployment is appropriate except: Select the appropriate answer.	True		10.00	answered	1 month ago (1)

Modality	KPI / Measure	Purpose	Feedback Loop(s)	Reports/ Analytics	Key xAPI Data
Performance Support	Number of total users	Measures the total users for a performance support activity	This metric monitors usage and can inform future decisions about reach and access.	- Unique & Total Users Report, Scorecard, or Dashboard - Unique & Total Users Over Time Dashboard	-actor -object.id -object.definition.type (application) -context.registration -timestamp
	Number of page views and repeat views	Measures how many granular page views and repeat views	This metric monitors current usage and can inform future decisions about the design of the performance support solution.	Total Views & Repeat Views Report, Scorecard, or Dashboard	-actor -verb.id (viewed) -object.id -object.definition.type (page) -context.registration -timestamp
	Number of files opened	Measures how many times specific files were opened or downloaded	This metric monitors current usage and can inform future decisions about the design of the performance support solution.	Opened Files Report, Scorecard, or Dashboard	-actor -verb.id (opened) -object.id -object.definition.type (file) -context.registration -timestamp
	Number of menu items accessed & repeat access	Measures how many times specific areas were accessed (clicked or tapped) and repeatedly accessed over time.	This metric monitors current usage and can inform future decisions about the design of the performance support solution.	Menu Item Access Report, Scorecard, or Dashboard	-actor -verb.id (accessed) -object.id -object.definition.type (menu-item) -context.registration -context.contextActivities.parent (array that includes the menu Activity) -context.contextActivities.parent.definition.type (menu) -timestamp

Duration / average time spent	Measures how much time was spent in a performance support activity or application	This metric monitors current usage and can inform future decisions about the design of the performance support solution.	Time Spent Report, Scorecard, or Dashboard	<ul style="list-style-type: none"> -actor -verb.id (terminated) -object.id -object.definition.type (application) -context.registration -context.contextActivities.grouping (array that includes the application Activity) -context.contextActivities.grouping.definition.type (application) -result.duration (total time) -timestamp
Number of played video segments	Measures how many times a video was repeatedly played and how much of it was played	This metric monitors current usage and can inform future decisions about the design of the performance support.	<ul style="list-style-type: none"> - Total Views & Repeat Views Report, Scorecard, or Dashboard - Heat Map of Played Segments 	<ul style="list-style-type: none"> -actor -verb.id (paused, completed, and terminated) -object.id -object.definition.type (video) -context.extensions (length) -result.extensions (time, progress, played-segments) -context.registration -timestamp
Number of liked/unliked resources	Measures how many times a performance support resource was liked and disliked	This metric informs future decisions about the design of the performance support solution and resources provided.	Most Liked & Unliked Report, Scorecard, or Dashboard	<ul style="list-style-type: none"> -actor -verb.id (liked or disliked) -object.id -object.definition.type (page or image or video) -context.registration -timestamp
Number of steps viewed and repeat steps viewed	Measures how many times specific steps in a procedure were viewed and repeatedly viewed	This metric monitors current usage and can inform future decisions about the design of the performance support solution.	Total Steps & Repeat Steps Report, Scorecard, or Dashboard	<ul style="list-style-type: none"> -actor -verb.id (viewed) -object.id -object.definition.type (step) -context.contextActivities.parent (array that includes the procedure Activity) -context.contextActivities.parent.definition.type (procedure) -context.registration -timestamp

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360 View of the Learner





<https://www.td.org/insights/use-xapi-to-correlate-training-to-tangible-business-impact>

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<https://www.learningguild.com/articles/don-t-just-give-me-all-the-data-align-kpis-with-xapi/>

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