

CASE STUDY

SALES FORCE COACHING APPLICATION

The Challenge

STAYING AHEAD OF THE SALES COACHING PAPER TRAIL IS TIME CONSUMING AND DIFFICULT

The client, a mid-sized, growing pharmaceutical company with a large number of sales representatives, was struggling with managing the paperwork surrounding a manual salesperson coaching process.

The client needed a more automated & paperless method to schedule coaching sessions, record & review scores, and communicate results with HR more easily to better mitigate the risk of employee issues. Importantly, the solution needed to be easy to use in the field.

FEATURES & BENEFITS

- Sales Managers can easily schedule, create & conduct coaching reviews in the field, increasing the ease & consistency of reviews, and reducing manual effort.
- HR can easily monitor, track and respond, making HR issues easier to track and mitigate.
- Improved frequency and consistency of reviews ultimately improved the sales performance.

The Solution

A WEB-BASED CUSTOM APPLICATION FOR SALES COACHING PERFORMANCE MANAGEMENT

Aspect designed and deployed a web-based application users can access in the field via secure URL.

The application includes all the controls needed to successfully schedule, build, conduct, and complete a review, and view performance holistically to monitor sales force coaching progress over time.

- An integrated calendar gives the managers the ability to easily schedule coaching sessions.
- Managers use an interface to build meaningful coaching prompts and conduct a review.
- Automated workflow guides the review process from initiation and review to rep sign off and completion.
- The interface also gives managers the ability to review coaching scores & statistics over time.

The Advantage

IMPROVED EFFICIENCY AND MANAGER-FIELD RELATIONSHIPS LEAD TO PERFORMANCE GAINS

Increased Efficiency: Managers can easily schedule and track sessions. Access to past review goals and objectives and current performance data drastically reduces the time it takes managers to create a review.

Improved Manager-Sales Relationship: Ease of use led to regular rather than inconsistent review schedules. Standardized prompts lead to fewer employee relationship issues.

Paperless Communication Trail: All coaching sessions are available for access within the tool in a summary view, making it easier to monitor and track the review process, and giving HR the ability to better resolve issues.

Ability to Measure Coaching Goals: Performance management metrics gathered via the app are readily accessible to managers, making it easier to gauge the effectiveness of coaching goals.