

▶ Partnered with an Indian multinational pharmaceutical company to assess and develop their Sales Managers on sales competencies

The Client



Headquartered in Mumbai, Maharashtra, this large multinational manufactures and sells pharmaceutical formulations and active pharmaceutical ingredients (APIs) primarily in India and the United States. The company offers formulations in various therapeutic areas, such as cardiology, psychiatry, neurology, gastroenterology and diabetology.

Naman developed BARS for the sales competencies



The Need

- With a view to grow and sustain the growth, they felt the need to hand hold their Managers on sales competencies.
- An internal survey was conducted to identify competencies that would help them excel while doing things differently



The Approach

- Fine tuning the Sales competency dictionary
- Internal Assessor Certification programs were held to develop Assessor skills
- A Development Center (DC) approach was adopted to assess participants on the identified sales competencies
- Basis the DC insights received, competency based workshops were developed



The Outcome

- The program created a significant buy-in amongst the Business Units on the need for competency based development for their Sales Managers
- It also resulted in the creation of an internal pool of certified assessors
- Reiterated the need and importance of having an IDP in place for every employee
- Every individual was equipped with tools and techniques that they could use in day-to-day operations to achieve excellence

