

Coloplast

Coloplast Improves Sales Team Effectiveness

The Client

Coloplast develop, manufacture and market medical devices and services in the areas of Urology, Ostomy, Wound Care and Continence Care. With an annual turnover of more than 40 million for Australia and New Zealand, Coloplast employs over 7000 people worldwide. Within Australia, Coloplast operates as a sales and marketing arm, employing over 65 people across all states.

The Challenge

Coloplast's sales are largely generated by its direct sales force through the education of its brands to hospitals, doctors, wholesalers and retailers. Although confident in the caliber of its established sales team, Coloplast felt that a greater return on sales efforts could be achieved. With a dispersed team who largely work autonomously, staff turnover was also a challenge, hitting a high of 33%. Coloplast engaged beyondcarder, a provider of sales consulting services, to help tailor a flexible sales program in an endeavour to optimize sales efforts and improve staff retention.

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John Carver
Managing Director, beyondcarder



The Solution

beyondcarder examined Coloplast's existing sales process and looked to identify specific training needs at an individual and state level. To do this, an objective sales assessment was needed to identify comprehensive proficiency levels.

“To develop an adequate training program, we needed an assessment that would offer specific details of strengths and weaknesses of the individuals, and not just an overall score,” said John Carver, Managing Director, beyondcarder.

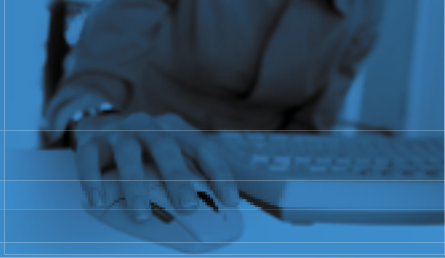
Selecting IKM for its detailed assessment results and adaptive methodology, beyondcarder used IKM's sales assessments, IKM SalesChek™, to establish 12 areas of strengths, weaknesses or proficiencies of the sales team. Areas included teamwork, communication, negotiation, closing a sale, computer literacy, numerical skills, networking and professionalism.

The sales force was sent a request to complete IKM's online assessment that could be conducted at a time and location of convenience. Results were instantly available to management to allow further analysis as well as comparisons to global assessment scores from the test-taking population.

“IKM's assessment results provided us an incredible amount of information on the assessment-taker, allowing us to design a detailed and effective training program,” said Carver.

IKM's assessments adapt based on a persons level of knowledge, ensuring the assessment difficulty level matches the individual who is taking the test. This ensures that no individual wastes time taking a test that is inappropriate for them. Coupled with the unique assessment methodology where fewer questions are needed to gain great insight into knowledge levels, IKM's assessments dramatically reduce the 'downtime' that can exist in an assessment process.

IKM's adaptive testing methodology offers greater assessment result integrity.



Additionally, the adaptive methodology also ensures that it is unlikely that 2 people would receive the same questions in an assessment. This is very important for result integrity as no questions can be shared within the team and therefore no individual can gain an unfair advantage.

“IKM’s assessments were time efficient and the test results were very reliable,” said Carver.

Using IKM’s assessment results, beyondcarder provided recommendations for structure, training, and how the sales force should interface with the hospitals and other sales points.

The Results

IKM’s assessments revealed an opportunity for the sales people to improve on ‘closing a sale’. There was also a need for a greater understanding of the fundamentals of finance including margins, discounts and customer offers and incentives.

Following the results, Coloplast developed a sales program tailored for individuals including an improved Induction Program, Skills Training and Experience Development. Specific training on closing a sale and finance are notably featured within the programs.

IKM’s assessments revealed an opportunity for the sales people to improve on ‘closing a sale’ as well as fundamentals of finances such as discounts and incentives.

Additionally, the training program now dovetails into a four-tiered remuneration process that includes metrics such as growth in territory sales, participation in courses, knowledge update, and change in related work behaviour based on courses delivered.

“It is essential to take the guesswork out of the training and evaluation process. With the results provided by IKM SalesChek™, we know the specific areas where our sales team has room to grow. We can formally include the insight offered by IKM’s assessments in our induction and training programs for improved training effectiveness”, said Anita Lynch, National Sales Manager, Coloplast.

“ ***Incorporating IKM’s assessments into our induction and training programs will improve our training effectiveness.*** ”

Anita Lynch
National Sales Manager, Coloplast

In the short-term, Coloplast has seen an increase in sales team confidence and a deeper understanding and commitment to the sales cycle. Longer term, it expects to see an increase in sales as well as greater staff retention as it invests in the career development and performance of its sales people.

“Coloplast will continue to invest in career development programs and provide the ultimate platform for individuals to achieve their goals. We look forward to including IKM’s assessments as part of our career development programs,” said Lynch.

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IKM SalesChek™ can be tailored to specific sales environments and is available for:

- **Business to Business sales**
 - Products
 - Capital Equipment
 - Solutions
 - Telephone Sales
- **Business to Consumer sales**
 - Retail
- **Sales Management**

Contact IKM

IKM has thousands of clients across 22 countries in most verticals. For more information on IKM and its knowledge measurement solutions, contact IKM Regional Offices: <http://ikmnet.com/contact>