



On a Scale of 1 to 10... How well do your **Managers Coach to Strategy?**

Most sales and training leaders we've spoken with over the years share a similar concern. They see the time, money, and resources they invest to grow their business being underutilized, or worse...not utilized at all.

They also have a suspicion that their field sales managers, a.k.a. their FLMs, might not be providing effective coaching to the skills and behaviors that drive results—and they're usually right .

Thousands of Coaching Reports, One Key Takeaway

At Echelon, we've reviewed more than 9,000 field coaching reports from across the pharmaceutical and biotech industries. We've found that **effective coaching** – meaning coaching that's consistent, focused, and high-quality—is the key to sales performance and brand growth. The problem for many organizations (and possibly yours) is that this level of coaching is limited to a handful of managers.

Using our proprietary system of coaching analysis, we help clients establish a foundation for **measurable, sustainable return** on their commercial investment. Not with some new coaching program, but by identifying, optimizing, and spreading best practices already leveraged by your top-performing FLMS.

Let us mine insights from your FCR database to provide you with:

- An accurate and actionable snapshot of current coaching effectiveness.
- A roadmap to create a **direct link between field coaching and commercial strategy**, and
- The tools to create a lasting imprint on virtually every aspect of your organization, including sales performance, employee engagement, and more.

Think Echelon, Tap into Growth

Learn more at thinkechelon.com/insight.

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