



On a Scale of 1 to 10... How good is your ROI on Sales Training?

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.
- An roadmap to maximize return on everything from a new selling model or market access strategy to a new product launch and POA, 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.

