

Client Spotlight

Global Pharmaceutical
Leader

SITUATION

A top global pharmaceutical company faced a challenge: Gaining access to key decision-makers had become increasingly difficult. Account managers had deep expertise, but too often, conversations stalled at the surface. **Coaching lacked consistency, and without a shared approach, reps defaulted to personal style over proven strategy.**

This wasn't just a training gap. It was a sales strategy problem. To compete, the organization needed to transform how reps engaged and how leaders supported them.

SOLUTION

ASLAN partnered with the client to build a multi-tiered initiative tailored to real-world challenges:

- **ACCESS Training:** Enabled account managers to identify barriers, gain access to strategic stakeholders, and position value beyond the product.
- **Other-Centered® Selling (OCS):** Shifted the rep mindset from pitching to discovering, equipping teams to uncover needs and lead consultative conversations.
- **Strategic Account Management (SAM):** Gave teams a blueprint to map influence, align priorities, and grow territories.
- **Catalyst™ Coaching:** Certified leaders to coach to the new standard, reinforcing skills and driving lasting adoption.

Programs were customized for each team and delivered in phases, ensuring relevance, traction, and internal momentum.

RESULTS

100%

more calls successfully
reached prescribers

100%

of participants said the
training met or exceeded
expectations

These weren't just tactical wins; they laid the foundation for a more strategic, scalable approach to customer engagement.

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*I've already recommended ASLAN's training program to others because of the success we've seen. **It's better than other courses because it gives participants specific language to use rather than focusing on theories.***

– Sales Director



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