



Connie Dieken

transforming LEADERS into INFLUENCERS

## CASE STUDIES

# Giving Sales Teams Back Their Influence in the Face of Competition and Word-of-Mouth

One of the most well-known healthcare brands needed to regain their competitive edge and inspire their sales teams with excitement for the brand and their industry-leading products.

Headquartered in Rochester, New York, the company employs more than 11,000 people globally and is one of the largest manufacturers of many vision care and pharmaceutical products.

## Client's Goals

The company was looking to improve sales performance and motivate sales teams to get back in touch with their brand and legacy of quality products and spirit of innovation.

## Main Challenges

Being a healthcare company, their products rely on scientific and technical data. To properly sell, the sales teams are comprised of highly intelligent, scientific researchers and other sales reps, who work closely with PhDs and academics. Their sales techniques have been traditionally to deliver technical information, which is too complex for their sales targets.

The complexity leads to weakened sales and has had a demoralizing effect on the sales team.

As an added challenge, the audience walked into the keynote with resistance on yet another speech to get them on track.

## QUICK FACTS

**BAUSCH + LOMB**

Industry: Healthcare

Audience Type: Sales

Audience Size: 500

## Connie's Solutions

First, Connie dealt with the resistance of the audience. In customizing her keynote, she researched the company's core issues and the consumer sentiment that went along with it. She showed the audience how their technical information was being received and discarded.

## Results

She took their complex sales technical information and showed them how to deliver it with clarity, while not dumbing it down. She showed them how to tailor their sales pitches to their own targets and how to connect personally and convey technical specifications in bite size chunks. Audiences learned how to simplify to amplify their messages and how to help their target absorb the information to help influence their decision.

Connie's message showcased how to influence doctors during technical product demonstrations and presentations. She left the sales team invigorated with their brand and their own potential to leverage their ability to influence.

Connie has been invited to speak multiple engagements with the company, including executive coaching engagements.