

ENHANCING CUSTOMER ENGAGEMENT WITH DISC



TRAINERS & TRAINING TEAMS AWARDS
Nomination for Innovation



 [Go to Supporting Videos](#)



**Omni Tech Medical
is proud to nominate
Jamie Worrall, Sandra
C. Mays, Lloyd Hilton,
Kat Cerone and
the AMGEN Global
Commercial Learning
& Performance team
for INNOVATION in
the LTEN Excellence
Awards - Trainers &
Training Teams.**



TRAINERS & TRAINING TEAMS AWARDS
Nomination for Innovation



[Go to Supporting Videos](#)

AMGEN Global Commercial Learning & Performance



Lloyd Hilton

*Strategy Performance
& Execution Lead at AMGEN*



Katherine Cirone

*Learning Experience Sr. Manager,
Strategic Capabilites at AMGEN*



Jamie Worrall

*Learning Experience Sr. Manager,
Strategic Capabilites at AMGEN*



Sandra C. Mays

*Sr. Manager Learning & Performance Global
Sales Capabilities at AMGEN*



[Go to Supporting Videos](#)



Contents

- 01** Summary
- 02** Innovative Methods & Approach
- 03** Business Impact

01 Summary

An innovative Selling Model delivered in an innovative way.

The AMGEN Global Commercial Learning & Performance team propelled AMGEN's selling model into our new era using a highly innovative "convergence" of *predictable human behavior* (Everything DiSC® for Sales) with the methodologies taught throughout each of AMGEN's proven *Performance4 Selling Model* Phases.

The result is a complete curriculum of hybrid training; with specific focus on developing an engaging and individualized immersive experience.

To achieve full training synergy and real-world practice, the team created a blend of Excitement Videos, 3D animated interactive mini-modules, Virtual Instructor-led Workshops, on-demand Activities, and a dedicated DISC App for field use.



[Go to Supporting Videos](#)

The Need Make Lemonade out of Lemons



For many of us, 2020 and 2021 were years full of unplanned lemons. Many of us have had to scramble to train our teams on how to sell *virtually*

instead of in-person. AMGEN made lemonade out of this need for upskilling, and took it a step further by creating a true training opportunity. The COVID pandemic became the impetus to do better than ever and take selling skills to an all new level.

Having to adapt overnight to a profoundly new COVID reality, AMGEN's Training Leaders were tasked to upskill and simultaneously pivot the customer engagement performance of their sales force teams in a manner that was both effective and swiftly implemented.

AMGEN's program, titled "*Enhancing Customer Engagement with DiSC,*" was designed to be delivered virtually to multiple teams in parallel.

The program also allows for a variety of self-paced activities devised to precisely fit into each participant's busy schedule, as well as Virtual Instructor-led Workshops for small regional teams to create secure settings for practice sessions and individual expression.

02 Innovative Methods & Approach

The program had to be designed to fit into the busy schedules of the Sales Reps; hence limiting training time away from the field.

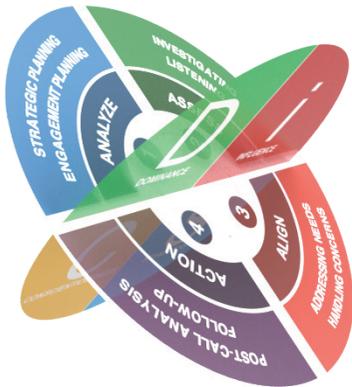
It had to be designed to generate high energy and excitement: 2 Teaser Videos were created to create interest in the program. The activities were also designed to maximize interactive practice in a fun and engaging environment.

Early on in the creative process, the decision was made to replace live actor teaching videos with *video game quality 3D animated characters*, capable of showing realistic facial and body expressions, emotions, and reactions.

This game-changing decision was made because of time and budget constraints, and in order to maximize the number of real-world simulation opportunities that would be provided throughout the reinforcement modules.

Groundbreaking Selling Model

- Create a deeper understanding of **predictable** human behavior.
- Combine that predictable human behavior with Amgen's **Performance4 Selling Model** - from pre-call planning to post-call analysis, and everything in between.
- Use a specially created App to identify the main personality type of customers (*Dominance, Influence, Steadiness, or Conscientiousness*).
- Adapt the engagement model to the DiSC® type of each customer.

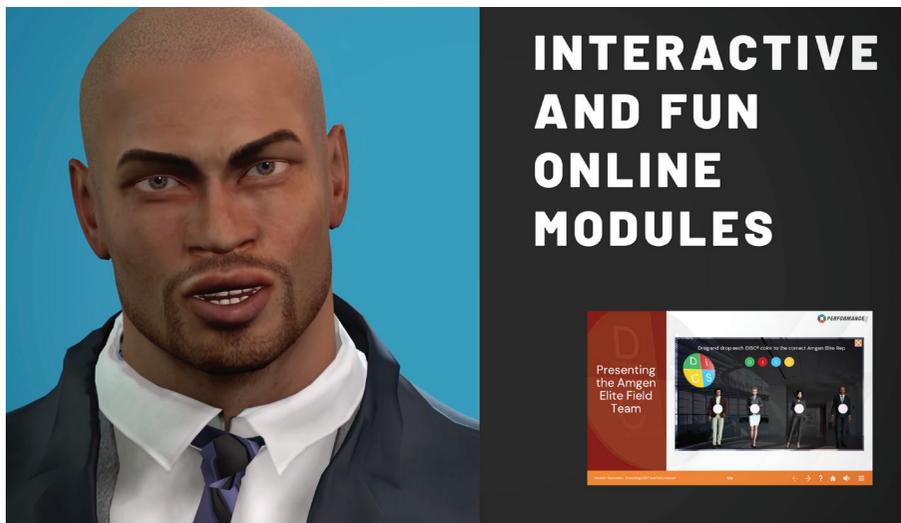
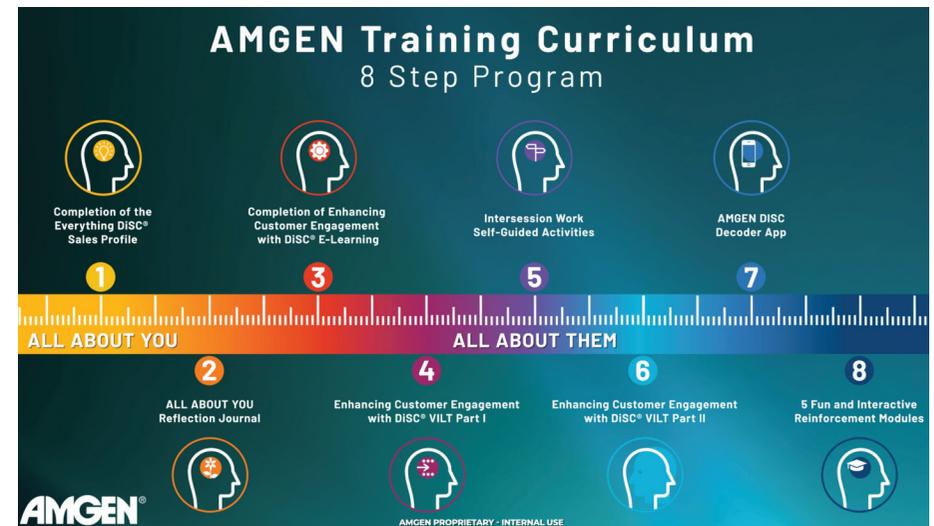


AMGEN's selling model Performance4 and DiSC® logo creation concept: The logo reflects the power of Everything DiSC® and Amgen's unique Performance4 Engagement Model, one without the other is one-dimensional; but together they provide three dimensions of customer understanding and depth perception of their personality types.

State-of-the-Art Curriculum

An INNOVATIVE Selling Model delivered in an innovative way by multiplying touch points, delivery methods and interactivity.

The program was designed to efficiently walk learners through a variety of key-elements: from understanding what DiSC® actually is - and how DiSC® can be used to gain a better understanding of one's own personality and selling style, as well as the personalities of HCPs - to using DiSC® for Sales methods to enhance each step of the customer engagement.



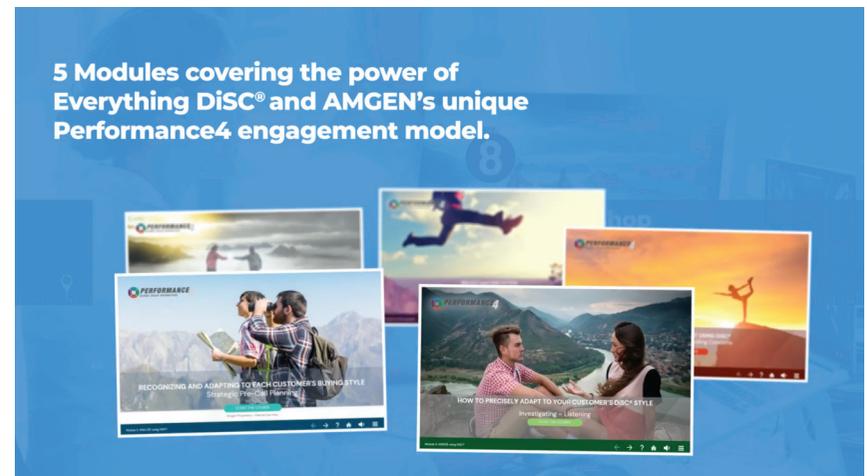
The result is a complete curriculum of hybrid training; with specific focus on developing an engaging and individualized immersive experience.

Modern Hybrid Delivery Modes

Two pre-scheduled one-day virtual workshops, led by Regional Managers with their own teams, for which a series of self-paced activities were created to walk the learners through the entire program.

The format of each activity format was selected to show information *from different angles* and create multiple spaced repetition to enhance retention (*reflection journals, online learning modules, self-guided activities, interactive reinforcement mini-modules, Decoder app*).

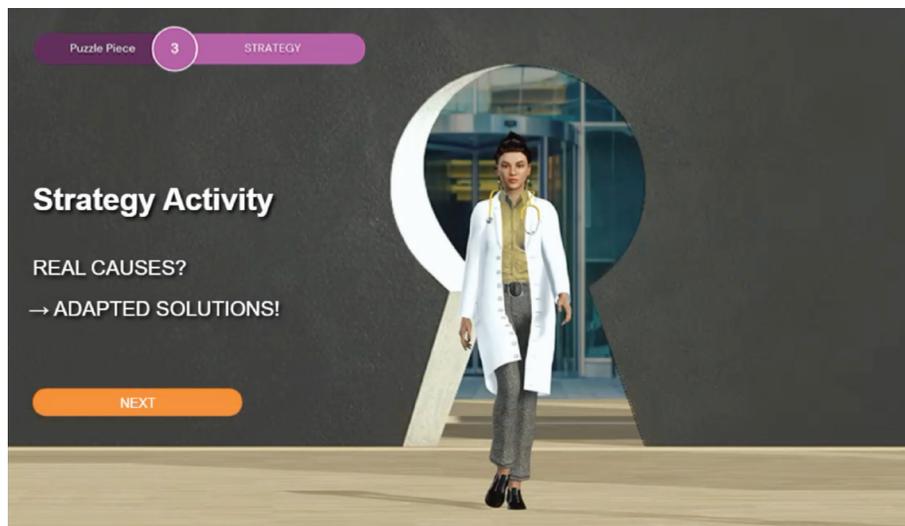
The activities were also designed to maximize interactive practice in a fun and engaging environment.



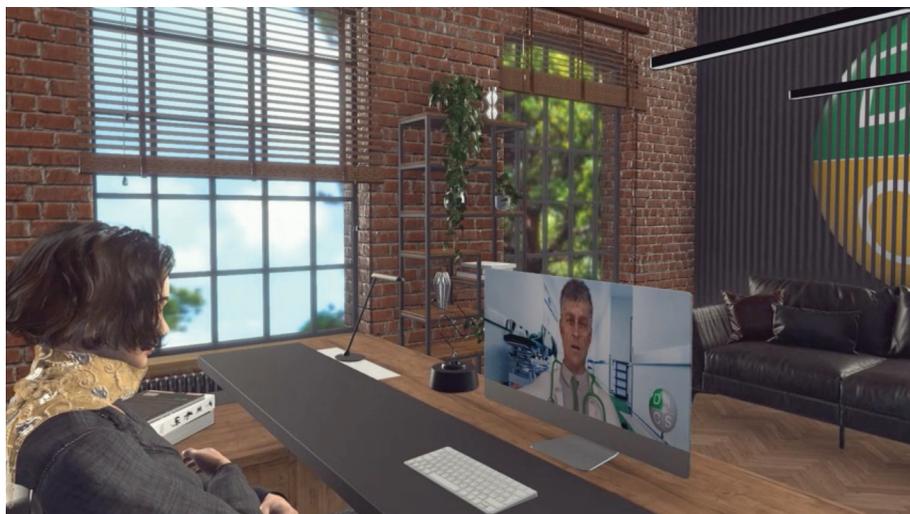
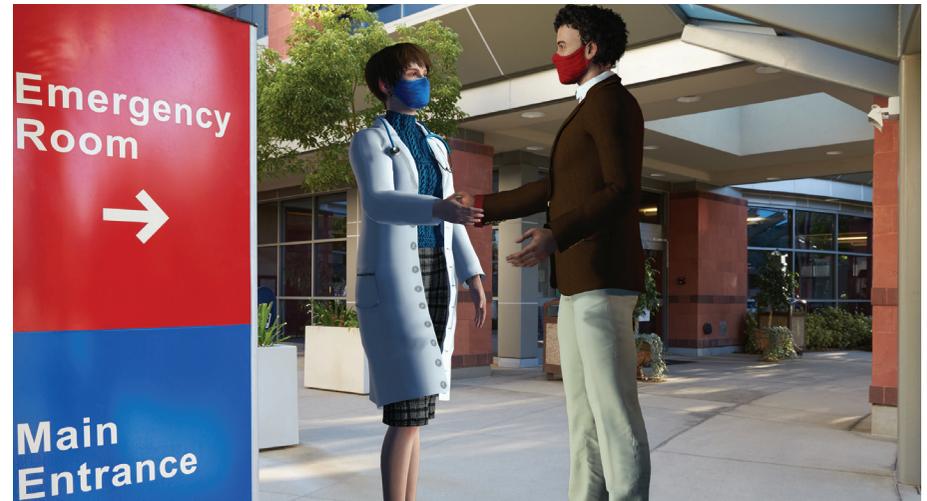
INNOVATIVE Learning Transfer

To meet the HIGH expectations of our learners, AMGEN innovated through the *appropriate use* of technology to create interactive, engaging and on-demand training to drive Enhanced Customer Engagements.

When life science sales trainees complete their training, what awaits them? One learning transfer originality of this program was to create a novel way for them to practice in a variety of real-world situations. People in a 3D world requiring interaction and engagement. Effective training means safely simulating real world experiences, while providing ongoing feedback.



Enhanced Customer Engagement



03 Business Impact

Behavioral research suggests that the most effective salespeople are those who understand both themselves AND their customers. Well trained Reps factually (vs. instinctively) understand strengths and weaknesses, likes and dislikes, so that they can develop personal strategies to meet the demands of their changing environment and customers. Similarly, an increased awareness of the *behavioral and personality styles of HCPs* is a shortcut to empathic and productive engagements.

The **Enhancing Customer Engagement with DiSC®** program creates selling results through the development of both stronger selling skills and the identification/alignment of the various behavioral personality traits of each physician. It makes both virtual and in-person sales calls much more focused and impactful.



Thank You

Omni Tech Medical has been a trusted LTEN PIP partner for a number of years, and for the first time the Omni Tech Medical Team would like to recognize what we perceive as true innovation for learners in our ever-changing pandemic digital environment.

Not only was this extensive project exciting for the Omni Tech Team, but the collaboration with AMGEN's Global Commercial Learning & Performance Team was exceptionally collaborative, clear, responsive, positive and productive.



U.S. HEADQUARTERS

1200 Ashwood Pkwy, Suite 110 Atlanta GA, 30338 USA

+1-678-631-3381

www.OmniTechMedical.com

www.OmniTech360.tech

A Carbon-Neutral Company

