

Case Study: Meetings & Events

High Technology/Medical Device Manufacturer

Learning Curve.

Sales readiness approach and strategic full-service meeting management created a high energy event.



Client Objectives

- Solidify market share position in accounts throughout Asia, South America and the Middle East
- Introduce new strategic sales process as a means to consistently develop accounts
- Establish and sustain readiness

Strategies

- Build key competencies
- Leverage pre- and post-event work
- Provide a turn-key solution
- Measure and recognize success

MotivAction Solution

- Team ChallengesSM and Selling Scenarios delivered in breakouts facilitated by country managers and translated into Chinese, Korean, Spanish and Portuguese
- All sessions delivered as team competitions, creating high energy environments that facilitated the transfer of “know-how” to the job
- Series of online HighPointsSM completed by all reps prior to product launch meeting
- Following the meeting, Sales Challenges published to a MotivAction hosted website and used for self-study
- Work with the client to select the appropriate site and plan the event
- Use MotivAction’s web-based meeting management system to provide an easy way for participants to learn about the event, register for breakouts and plan their time
- Provide on-site MotivAction staff for assistance and concierge services to ensure a smooth operation
- All group activities to be scored on-site with the top teams receiving recognition at the event

Results

- Participant evaluations averaged 4 or better on a 1 to 5 scale
- The Senior VP of Sales conveyed to staff that this new sales readiness approach set the standard for all future meetings