



# CONVERSATIONAL EXCELLENCE

## Our Approach

Over the past few years, the life sciences industry has changed dramatically, especially for those that drive revenue.

- **Sales professionals:** In the past, sales professionals relied on product information and sales sheets to engage customers. In today's connected, competitive world, salespeople need to know more about disease states, treatment pathways, and the fundamentals of relevant customer dialogue.
- **Sales Managers:** If sales managers are to be successful, they need to evolve their approach (their mindset and their expertise) to meet the needs of both a dynamic market and a changing sales force.

## Introducing ConvEx™

**Conversational Excellence (ConvEx™)** by Hello™ equips your sales managers with the tools, skills, and insights they need to master the four conversations that drive success:

1. **Sales Coaching:** Optimizing one-on-one representative development in the field;
2. **Team Engagement & Development:** Creating a culture of performance and engagement;
3. **Collaboration:** Aligning the goals of the team to the needs of the organization; and
4. **The Conversation with Self:** Staying focused on the issues that drive success.

Using our patented 4S™ Model, your managers will become proficient at identifying and reinforcing the skills your salespeople need to achieve success.

At the end of the day, coaching is about results.

Yes, it's about sales results, but it's also about tangible improvements in skills, mindset, and behavior that add up to measurable and sustainable business growth.

For the past 25 years, Hello™ has partnered with clients in the life sciences industry to deliver this level of return. By focusing our solutions on real-world challenges, we have helped organizations of all sizes drive improvements across a variety of sales, performance and performance metrics including:

**Sales**

**Productivity**

**Leadership**

**Accountability**

**Use of marketing and brand resources**

**Use of learning and development resources**

**Employee engagement, and**

**Employee retention**

Our initial goal will be to partner with your team to identify the issues and challenges that your managers face on a day-to-day basis. Over time, our goal is to provide you with solutions that impact your business in a lasting and meaningful way.





## Program Design: Learning Pathway

Behavior change happens over time, not over night. ConvEx™ is designed as a 12-month Learning Pathway inclusive of live/instructor-led workshops, e-learning, micro-learning assets (i.e., video, reading assignments), and ongoing assessment.

### Live Workshops

The classroom-based portion of ConvEx™ can be completed as either a 1-, 2-, or 3-day learning experience. The core learning (Foundation) program is presented in 1.5 days. Additional half-day offerings focus on specific coaching issues: Effective Feedback (i.e., “what good looks like”), Difficult Conversations, and Navigating Change. Programs are conducted either live/classroom or virtually and can be delivered over time or as one 3-day management development “event.”

### E-Learning

E-learning can be used either as pre-workshop enrichment or post-workshop pull-through.

### BrainSnacks™

BrainSnacks™ are Velocity’s proprietary video-based reinforcement assets. BrainSnacks™ – customized to your team’s needs – are sent bi-weekly for up to six months post-workshop(s).

### Gamification

We provide your leadership team with an accurate snapshot of ongoing engagement and application through Qstream® - a fun, and easy-to-use question/answer technology.



Hello’s 4S™ Model

## Testimonials

“I have personally worked with this organization on at least five programs customized for very different sales forces at different companies. They do an excellent job of addressing the needs of each of these varied groups and delivering customized content.”

“Unlimited energy and passion for helping organizations and teams exceed their challenging goals... The staff is comprised of rare individuals who see the big picture, and develop solutions to help companies deliver results.”

Connect with us online at [SayHelloToHello.com](http://SayHelloToHello.com). We can also be reached at 908.431.9681



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