

CASE STUDY

Accelerating Sales Team Skill & Maturity to Find Value Behind the Detail

REDOX[^]

WHO

Redox is a leading cloud-based interoperability provider to healthcare providers, vendors and patients. Through their full-service integration platform they solve complex problems and accelerate the development and distribution of healthcare software solutions, ensuring secure and efficient exchange of healthcare data at a reduced cost.

CHALLENGE

A startup with experienced management and engineering staff who could provide the foundational training for product, process and CRM implementation, the Redox sales team was comprised of individuals with varying backgrounds and sales experience transitioning to an account executive role, and a handful of new hires that were very young sellers.

This made for a team that was great at solving problems and answering questions, but needed confidence for positively and collaboratively steering conversations to conclusions while also being able to confidently identify and push back on 'prospects' whose goal was solely to get free product and market knowledge or to arm a competing solution.

“The fact that BIA was able to embed themselves into our process, culture and product pitch by listening to actual calls, made their training much more prescriptive and relevant to our team.”

CONTACT US

617-226-2615 | info@biadvisors.com | biadvisors.business

SOLUTIONS

Using Redox' own product training and sales process, along with scenario-specific examples, BIA developed a curriculum that would accelerate onboarding and teach sellers how to read client conversation more adeptly and provide a roadmap to confidently dig deeper and accelerate sales conversation and focus on the integration complexities most important to the prospect. The Redox team participated in BIA's Sales Advantage training that teaches the importance of Tactical Behavior Assessment (TBA™) and Strategic Information Collection with a curriculum that included:

- Call Analysis on actual recorded client conversations provided an unbiased perspective on challenges encountered and how simple techniques could be used to “flip the script” for accelerating conversations and advancing the sale.
- Tactical Behavior Assessment (TBA™) is BIA's proprietary, easy to learn methodology for accurately determining whether a seller has achieved full trust and transparency in an answer to an individual question. Validated in a study by Harvard Business School, TBA™ aids sellers in uncovering hidden concerns or complications normally missed 33% of the time.
- Scenario Specific Role Plays that replicated examples from the field, the workshop format allowed specific practice where ex-CIA behavioral experts provided live coaching on techniques that would build trust, accurately identify cues of interest and hesitation, and allow them to reshape the conversation to get the information others miss.
- Sales Playbook to aide young and new hire sellers provides a high-level cheat sheet – highlighting behavior assessment fundamentals and best practice Verbal Judo techniques – as they relate to the existing sales motion, to qualify and advance the conversation.

RESULTS

Today, Redox has a comprehensive training program for new sellers that:

- Accelerates ramp time by more than 4x (seller ramp time has reduced from 9 months to 2 months) enabling Redox to maximize their employee investment quickly through faster revenue generation;
- Teaches young sellers a skillset that would normally take 3-5 years to develop organically;
- Gives them a set of proven techniques to engage confidently in client conversations with a documented if/then framework for addressing client needs that will advance the sales motion
- Recognized its first attributable Win within 30 days