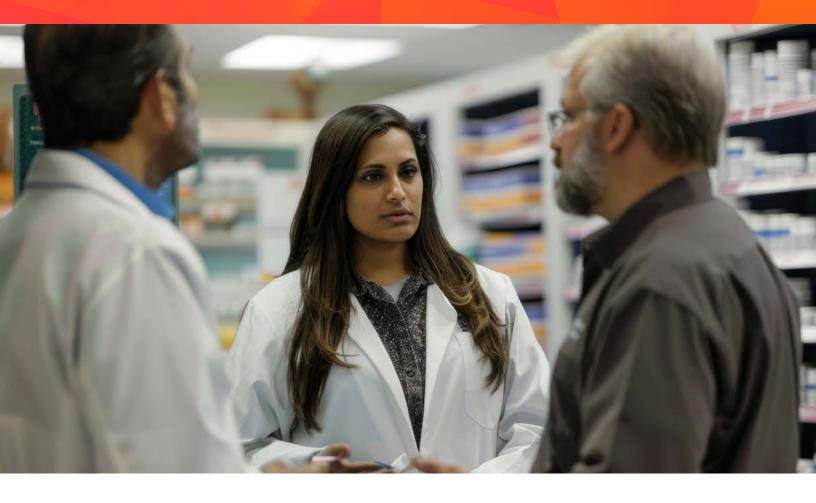# 6 Strategies to Elevate Pharma & Healthcare Sales Teams with Video Coaching
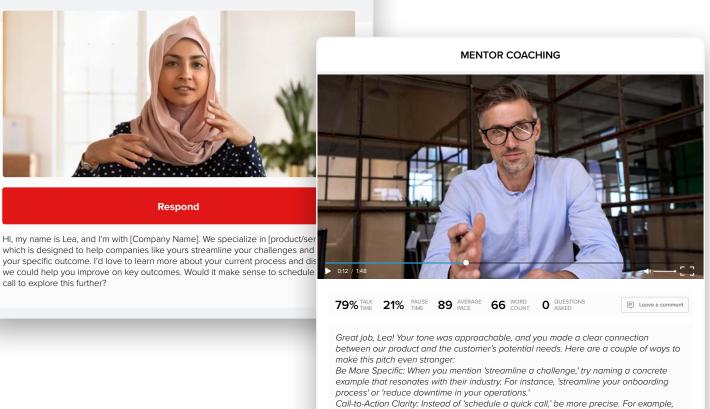
CASE STUDIES

High turnover, inconsistent sales, inadequate coaching, and slow ramp-up times challenge pharmaceutical and healthcare organizations. Traditional training often falls short, necessitating a dynamic, personalized approach. In a highly regulated industry, compliance is critical—non-compliance risks legal issues, reputational damage, and patient safety. Robust compliance training ensures ethical practices and long-term success.

Asynchronous virtual coaching is a game-changer, offering flexible, self-paced learning with real-time feedback. Unlike traditional methods, it fosters continuous improvement, enhances knowledge retention, and builds critical skills through scenario-based learning and interactive exercises. Video-based coaching and AI-driven feedback drive behavioral change, messaging refinement, and sales effectiveness while enabling managers to deliver consistent, scalable coaching.

Rehearsal, ELB Learning's advanced video-based coaching platform, elevates asynchronous training with real-time mentor, peer, and AI feedback. With multilingual support and a scenario-based framework, it accelerates skill mastery, communication proficiency, and speed to competency—empowering sales teams to excel in a competitive, regulated market.

Lea's sales pitch.

Respond

Hi, my name is Lea, and I'm with [Company Name]. We specialize in [product/ser...]
which is designed to help companies like yours streamline your challenges and [...]
your specific outcome. I'd love to learn more about your current process and dis[...]
we could help you improve on key outcomes. Would it make sense to schedule [...]
call to explore this further?

MENTOR COACHING

0:12 / 1:48

79% TALK TIME **21%** PAUSE TIME **89** AVERAGE PACE **66** WORD COUNT **0** QUESTIONS ASKED

Leave a comment

Great job, Lea! Your tone was approachable, and you made a clear connection between our product and the customer's potential needs. Here are a couple of ways to make this pitch even stronger:
Be More Specific: When you mention 'streamline a challenge,' try naming a concrete example that resonates with their industry. For instance, 'streamline your onboarding process' or 'reduce downtime in your operations.'
Call-to-Action Clarity: Instead of 'schedule a quick call,' be more precise. For example, 'Would you be open to a 15-minute chat next week to dive deeper?' This creates a sense of urgency and clear next steps.
Keep up the good work! You're on the right track—just tighten up those details, and you'll see even better results.

Use Case Example

As a sales leader and mentor, Aaron's role is to guide, support, and empower his team to excel in a demanding and competitive industry.

His objectives are clear:

1. Refine process for efficiency.
2. Sharpen messaging to resonate with prospects.
3. Maintain a consistent, confident tone in every interaction.

Success in this field requires not just hitting numbers, but building trust, delivering value, and continually improving their craft.

Together, Aaron and his sales teams will focus on fine-tuning their approach to ensure every pitch and interaction is as impactful as possible.

Here are six effective strategies through which digital coaching can transform pharmaceutical and healthcare sales teams.

01

Mitigating High Turnover Rates

Challenge:
The pharmaceutical industry experiences an average turnover rate of 35%, with 44% of sales reps leaving their positions within 1 – 2 years, often before reaching peak performance.

Solution:
Implementing virtual coaching fosters a culture of continuous improvement, knowledge retention, and confidence-building. By providing personalized development opportunities and clear pathways for career advancement, sales representatives are more likely to feel valued and engaged, leading to improved retention, increased productivity, and reduced turnover.

02

Enhancing Sales Performance

Challenge:
Inconsistent sales performance can result from inadequate training and a lack of real-time feedback.

Solution:
Rehearsal enables reps to practice sales pitches, product demonstrations, and objection handling in a controlled environment. Through interactive learning and peer feedback, managers can provide specific, actionable insights that lead to greater sales effectiveness, improved customer relationships, and measurable performance improvement.

03

Providing Adequate Coaching

Challenge:
Sales managers often struggle to deliver consistent and impactful coaching due to time constraints and large team sizes.

Solution:
With Rehearsal's AI-driven feedback and mentor-based coaching platform, managers can provide targeted guidance asynchronously, ensuring every rep gets the coaching they need. This self-paced learning approach fosters skill mastery, behavioral change, and knowledge application, equipping reps with the tools to excel in their roles.

04

Delivering Consistent Feedback

Challenge:
Inconsistent or delayed feedback can hinder a sales rep's ability to improve and adapt.

Solution:
Rehearsal facilitates timely and uniform feedback delivery through scenario-based learning and active learning strategies. Sales reps can submit recordings of their sales calls or presentations, and managers can promptly provide real-time feedback. This enables repetition for mastery and accelerated performance improvement.

05

Accelerating Time to Competency

Challenge:
New hires often face a steep learning curve, leading to prolonged periods before they reach full productivity.

Solution:
Through Rehearsal's interactive learning environment, new sales representatives engage in self-paced learning that mirrors real-world challenges. This approach accelerates speed to competency, enhances learning outcomes, and ensures that reps quickly transition from onboarding to revenue-generating activities.

06

Adapting to Market & Product Changes

Challenge:
The pharmaceutical and healthcare sectors are continually evolving, with frequent product updates and changing market dynamics.

Solution:
Rehearsal equips sales teams with scenario-based learning tools to practice new messaging, improve knowledge retention, and apply skills in changing sales environments. This agility ensures that reps remain effective, confident, and adaptable, maintaining a competitive edge while boosting revenue and demonstrating ROI from training investments.

Rehearsal

Why Choose Rehearsal for Your Sales Team?

Rehearsal is a state-of-the-art digital coaching platform designed to address the specific challenges faced by pharmaceutical and healthcare sales teams. By facilitating real-world scenario practice, providing real-time feedback, and fostering continuous improvement, Rehearsal empowers sales representatives to master essential skills. The platform's multilingual support and AI-driven coaching ensure that global teams receive consistent, high-quality training without disrupting their workflow.

Key Benefits:

- **Personalized Development:** Tailored coaching sessions that address individual strengths and areas for improvement.

- **Scalable Training:** Efficiently train large or geographically dispersed teams without compromising quality.

- **Enhanced Engagement:** Active learning modules that keep sales reps motivated and invested in their professional growth.

- **Improved Retention:** By fostering a supportive learning environment, Rehearsal helps reduce turnover and retain top talent.

- **Performance Improvement:** Data-driven insights ensure measurable results in sales effectiveness and knowledge application.

In an industry where knowledge, adaptability, and communication skills are paramount, investing in a robust digital coaching platform like Rehearsal leads to increased productivity, higher engagement, and measurable ROI from training. Equip your sales force with the tools they need to succeed in today's competitive landscape.

Ready to Accelerate Performance?
Learn More About Rehearsal.