

... CASE STUDY

Supporting the growth and retention of a US sales force

Challenge

A global biopharmaceutical company uses their Performance and Career Enrichment (PACE) program to enhance their US sales force's competencies and capabilities while rewarding them with promotions, recognition, and pay increases. The program has proven successful, but it has been administered manually via Excel sheets and email. Additionally, there wasn't a centralized location to store all the forms. To address this issue, the program needed to be moved to the client's SuccessFactors® system, TalentShare.

Solution

As active participants in the program, employees are able to improve skills, effectiveness, and impact, which helps their patients. To be considered for promotion, employees must meet three criteria: performance and pinnacle ranking, sales competency, and L&D credits. The new TalentShare system is the source for information about these criteria, and employees can launch a promotion nomination form from within the system.

Business Impact

Linked to larger corporate objectives, the goal of this project was to automate and simplify the administration of the program's career pathways program and provide greater visibility and accountability through TalentShare technology. The program successfully reduced administrative time, incentivized employees, decreased turnover, centralized data, and enhanced the customer experience.



Using a rigorous, disciplined, and structured process, the program helps the sales force grow, develop, and be recognized for sustainable performance and career enrichment.



RESULTS

431 sales managers and representatives are eligible for the PACE program

46 employees (10.7% of the US salesforce) have been promoted using the new system

Turnover dropped from 10.9% in 2018 to **1.7% in 2019**, by far the lowest rate in a decade

