THE METHOD

CASE STUDY: SALES LAUNCH PERFORMANCE

CLIENT / CONTEXT

Eli Lilly, an American multinational pharmaceutical company. 130 UK employees across a range of medical roles.

THE CHALLENGE

Ahead of a major global product launch, the UK team needed to communicate new product messages with more confidence and impact — turning complex data into engaging stories across launches, pitches and stakeholder meetings.

THE SOLUTION

THE METHOD created an intensive one-day presentation Performance Programme to build that confidence and storytelling ability, with line managers equipped to coach and reinforce it across the team over the following three months.

PERFORMANCE PROGRAMME

THE TOOLKITS:

- **MAXIMISE MY PRESENTATION IMPACT**
- **BRING THE DATA TO LIFE**

Two 180-minute TOOLKITS developed participants' ability to communicate new business messages with greater conviction and confidence and turn complex facts and data into engaging, memorable narratives.

THE STUDIO:

- **REHEARSAL LAB**
- **MANAGERS PERFORMANCE COACHING**

Participants rehearsed challenging presentations and conversations and received directive coaching and feedback. A 90-minute coaching session also helped line managers coach, progress and enhance the performance of their teams.

BUSINESS RESULTS

153%

153% performance against target in the first half-year after product launch

The programme supported the successful UK product launch by helping the team communicate the new product with greater confidence and translate complex data into clear, engaging human stories.

Managers reported that participants applied THE METHOD in their day-to-day roles when presenting new product data and case studies. The programme also contributed to the ongoing development of the UK team by building lasting presentation skills for future business messages, ideas and propositions.

"Excellent, highly motivational and very relevant to me being more effective in calls with HCPs."

Senior Sales Advisor

"There was a clear shift in how our people handled market conversations. They were much more confident and precise in the way they positioned the product without overstating it."

Regional Commercial Director

PROFESSIONAL PERFORMANCE



felt they could deliver the new key sales messages with more confidence and impact.



felt they could be engaging and impactful advocates for the new product.



felt they could confidently deliver new sales data as engaging and memorable human stories.

EXPERIENCE / ADVOCACY

100% said they would apply THE METHOD at work to enhance their Professional Performance.



100% gave positive feedback about the delivery of the programme.