

## CASE STUDY

# Draeger Achieves Strong Skill Adoption and Sales Enablement with Janek's Critical Selling Skills Training

## Summary

Draeger partnered with Janek Performance Group to elevate its sales effectiveness through a tailored training initiative focused on building core selling skills. The program was expertly tailored from the front of the room with a deep understanding of Draeger's business over years of collaboration. This approach created a highly relevant and impactful learning experience that resonated with Draeger's teams.

The initiative centered on Janek's Critical Selling® Skills program and expanded to include all U.S. managers through both Critical Selling® Skills (CSS) and TOPS® Reinforcement and Coaching. Training was delivered through a blend of live, virtual, and digital reinforcement formats. The partnership continues today, with Janek delivering annual training sessions and additional programs for Draeger's Canadian operations.

## About Draeger

Draeger, Inc. is a leading global provider of medical and safety technology products. Headquartered in Telford, Pennsylvania, Draeger serves critical care and emergency response professionals with advanced solutions aimed at protecting, supporting, and saving lives. The company is part of Draeger Group, which operates globally in more than 190 countries.

## **The Challenge**

Draeger aimed to enhance consistency and performance across its sales organization by building a shared foundation of consultative selling practices. While its teams were technically strong, they needed a unified approach to customer engagement that aligned with Draeger's relationship-driven sales model. The company sought a scalable solution that would reinforce learning over time and equip its managers to coach and sustain performance improvement.

**“We want all our new hires to go through Janek training as part of their onboarding and having everybody go through it establishes that common foundation in how we sell.”**

**Chris Livingston**

RVP of Hospital Solutions, Draeger

## **The Solution**

Janek implemented a comprehensive training initiative centered on Critical Selling Skills, providing Draeger's teams with practical tools to strengthen client conversations, uncover needs, and build stronger relationships.

Although the course materials received only minimal customization, the facilitator's deep familiarity with Draeger's business enabled highly tailored delivery, with examples, discussions, and applications that reflected real-world selling situations. This approach made the training feel directly relevant to participants' daily work.

The program combined Janek OnDemand eLearning with two-day instructor-led workshops and virtual manager sessions, ensuring a consistent experience across Draeger's national salesforce. To support long-term sustainment, Janek integrated reinforcement tools into Draeger's learning ecosystem and facilitated ongoing coaching sessions to help participants apply their skills in the field.

## The Results

The program had an immediate and measurable impact. Within weeks of training, 86% of participants reported applying the new skills in their roles and found the content directly relevant to their job responsibilities. Participants also overwhelmingly agreed that the training was a worthwhile investment of their time.

From a business standpoint, Draeger achieved a 389% return on training investment, a 4.89:1 benefit-to-cost ratio and recouped its investment in just 2.45 months - clear indicators of both adoption and financial impact.

Reflecting on the partnership, Chris Livingston, Regional VP of Hospital Solutions, shared: "Janek has been a great partner in providing sales training. In the beginning, the primary goal was to look for a provider that could help us create a consistent, proven sales methodology that would help us across the entire organization. Janek offers a framework that works regardless of what the modality is. On top of it, it's customizable. They worked very closely with us to tailor the curriculum to our sales cycle, and our customer personas. When I sit in on the classes, you can see it, because there's a lot of relevance to all our reps, all the modalities. Lastly, it's scalable. As we grow and add more talent, Janek gives us this repeatable and scalable training to assess and improve the team."

Draeger continues its partnership with Janek, conducting annual training sessions across multiple groups and expanding the initiative internationally to include its Canadian operations. The sustained collaboration reflects Draeger's commitment to reinforcing its core selling skills and maintaining a culture of consultative excellence.

### Post-Training Results

**389%**

Return on Investment

**4.89:1**

Benefit to Cost Ratio

**2.45**

Months Payback Period

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