

CASE STUDY

Regenexx Enlists Janek Sales Training to Improve Sales Mindsets

Summary

Orthopedic specialist Regenexx partnered with Janek to build confidence and increased sales results for an inexperienced sales team conducting conversations over the phone to schedule consultations with Regenexx physicians.

“The sales training doesn’t just stop. With Janek, you continue to receive weekly challenges that help reinforce the training.”

Natalie Cataldo
Patient Education Director

About Regenexx

Founded in 2006, Regenexx, a 100-person company, pioneered the use of orthopedic bone marrow concentrate to treat common orthopedic conditions such as osteoarthritis, joint injuries, spine pain, overuse conditions and common sports injuries to help people avoid surgery, using cells from their own body.

Embracing a research-driven approach and publishing roughly half of all research world-wide on the use of bone marrow concentrate for orthopedic conditions*, Regenexx innovated the Field of Interventional Orthopedic Protocols, the use of your body’s natural healing abilities to repair orthopedic injuries non-surgically. This proprietary protocol leads to arguably the world’s most advanced platform for in-office interventional orthopedics.

*Cumulative no. of patients published & treated with bone marrow concentrate as of 7/1/2018 <https://regenexx.com/our-approach/>

The Challenge

All incoming patient inquiries are directed to their call center team for first point-of-contact. The team needed to build rapport quickly, answer initial patient questions, and pique enough interest in Regenexx procedure capabilities to book an office visit for the patient over the phone by the end of the conversation.

Natalie Cataldo is Team Lead and brings decades of sales experience in the healthcare space to advise and coach the team. The team itself is built out of enthusiastic newcomers and experienced, savvy salespeople, all of whom have potential that Natalie wants to encourage.

Based on her knowledge and thought leadership, she noticed that the sellers needed additional support with consistent messaging, comparing with the competition, explaining differentiators of care and procedure, overcoming patient hesitation to book an appointment and overall motivation and excitement for the position and conversation.

The Solution

After discussing their business needs with a Janek Sales Performance Consultant, Regenexx invested in Janek Performance Group and their Critical TeleSelling® Skills program.

A Top objective for the training was to improve outcomes from initial patient conversations by quickly building strong rapport with the patient and scheduling an appointment by the end of the call. The steps to reaching that goal included listening to patient concerns by engaging with their questions and structuring the conversation to prioritize active listening, allowing the patient to speak uninterrupted, only interjecting when covering vital information about the product.

For inexperienced sellers, the workshop was a chance to contextualize the training they received and recognize the value of a patient-centric sales approach. Experienced sellers appreciated learning top performing tips and tricks while the entire team valued creating connections with differing patient personalities to help them articulate the value of Regenexx in a more clear and concise way.

In tandem with the training, Regenexx used Janek's training digital reinforcement tool, Xpert™, which they collectively engage with by going through the questions, which were noted to be relatable to the calls that they often make.

The Results

Although it was virtual, all 21 participants found both the trainer and the training highly engaging. There were smooth transitions from the main session into breakout sessions, which allowed attendees to focus on specific content that was effective or helpful both in small and large groups.

At one point during the training, Regenexx's CEO came in to demonstrate how invested the administration was in the development of its staff—participants felt that they were being positively recognized and that the company was giving them the tools necessary to excel expectations.

As an experienced coach with a strong background in sales techniques in the medical field, Natalie felt the training aided in the skill development of her team but also prepped her to be a more effective coach. Janek's training echoed her knowledge and experience, validating the exercises and strategies that Natalie had put into place. In turn, participants recognized Natalie as an important resource should they ever need help moving forward. The training offered further tweaks, strategies and information that high-performing sales teams use, enabling them to hone their craft and close, converse, and consult more effectively to become better trusted advisors.

Continuing weekly follow-up sessions have reinforced the training, which is fondly referred to as 'Janek Time', where the team meets together to collectively answer questions in Xpert, allowing the group to reinforce and apply their training, while identifying opportunities to learn.

The team felt that they were being invested in by their managers and leaders, which in turn has boosted morale and has helped them feel more engaged with Regenexx products.

The training helped the team walk away with a structured, cohesive method to speak to their sales leads and assist them with articulating how Regenexx's solutions can help and get the most value out of their investment.

Furthermore, it showed the value of prior trainings given to the team and reinforced the leadership and knowledge that their manager had, forming a greater trust and confidence between them.

Post-Training Results

1049%

Return on Investment.

87%

Of workshop participants stated that the experience was a worthwhile investment of their time.

88%

Of workshop participants stated that the workshop led to improved patient satisfaction and their ability to build stronger relationships with patients.

50%

Of workshop participants said the workshop led to increased sales and improved conversion rates.

We want to learn about your specific sales challenges.

Contact us to see how we can help your organization achieve its sales performance goals.

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