

JANEK PERFORMANCE GROUP

CASE STUDY

Case Profile

Company Name:

Natera

Industry:

Science &
Biotechnology

Headquarters:

San Carlos, CA

Key Challenge:

Natera, a leading genetics testing and diagnostics company, was looking to implement a unified sales process within a highly competitive and fast-moving industry.

Who was interviewed:

Donnie Purto, Senior Director of Sales Training



Key Challenges

Natera is a global genetics testing and diagnostics company based in the Bay Area with a salesforce of around 150 sales professionals. The organization reached out to Janek Performance Group with the desire of implementing a consistent sales process that was aligned with the organization's dynamic customer base.

A key challenge the Natera sales team faced involved selling to busy physicians and medical professionals with very limited availability. The organization was looking for a unified sales training solution that would equip their staff with the skills to quickly articulate their value proposition and build more effective relationships.

Solution

Janek embarked on a thorough discovery phase to learn more about Natera's business model, challenges, and existing sales processes. Information was gathered through stakeholder interviews, the evaluation of customer calls, and ride alongs with field reps.

From there, Janek developed a highly customized sales training solution that was based on the company's award-winning Critical Selling® Skills flagship program that included relevant terminology, case studies, and real-world role-play activities to empower Natera's sales staff with the skills and tools to have more effective and meaningful interactions with their customers.

In addition, the Natera sales team was enrolled in Janek Xpert™ following the initial training. Xpert is a mobile training reinforcement solution to help turn newly acquired skills and knowledge into long-term behaviour changes. Xpert was an ideal companion because it delivers sustainment challenges in small, incremental steps, without disrupting the busy schedules of Natera's sales professionals.

Results

Results of Janek's training engagements were shared and discussed with Natera following each round of training. Feedback has been very positive by both the leadership team and the sales professionals who benefitted from Janek's training. According to Donnie Purto, Sr. Director of Sales Training, *"Janek's sales training scored very, very high while internal surveys and business results have shown that Janek's training is successfully being adapted by our salesforce."*

In terms of a measurable business impact, Donnie adds, *"Number one, we've seen a nice growth in our sales numbers; and secondly, the program has helped improve the confidence level of our sales reps."*

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