



Pfizer

Pfizer is a biopharmaceutical company headquartered in New York with over 90,000 employees worldwide. The company discovers, develops, and provides medicines, vaccines, and consumer healthcare products.



Business Need

Pfizer's sales force in Slovakia needed to develop their customer-centric approach further. They wanted to build prosperous long-term partnerships with their customers. They needed to identify and develop the key competencies required to do this throughout the sales force and at all levels of the organisation.

Lumina Learning Solution



A Lumina Spark development programme identified:

- the key competencies required at every level of Pfizer
- the supporting Lumina Spark qualities also needed

Top management personnel experienced a pilot Lumina Spark workshop in which they defined the core competencies that would be needed to ensure an effective implementation of Pfizer's strategy.

Working with the top team, Lumina Learning designed an 18-month intervention plan. All Pfizer Slovakia staff experienced a two-day Lumina Spark workshop and applied what they learnt on the job using action learning principles. Practical action was taken by the sales force to integrate the knowledge gained from the Lumina Spark development programme with Pfizer's sales model. All staff experienced a further one-day follow-up session to ground the lessons they had received.

Results

All staff were fully engaged in the implementation of Pfizer's strategy, supported by:

- Increased self-understanding for all staff
- Pfizer "bringing to life" what they needed from all staff
- The clear definition of the required competencies in language the staff could understand

The sales force further developed their selling skills through:

- Speed reading
- Building rapport
- More effective communication with customers
- Being better able to understand customers and identify their real needs
- Focusing on designing the best solution for the customer

Feedback

"When making sales, I can now speed read and build rapport much more quickly."

"It has been a revelation to find out about my 24 qualities and so, so relevant!"

"I appreciate how clear Pfizer is being with its expectations of me – really helpful."

"I feel Pfizer has really involved me in implementing its strategy, through ethical principles."

"The Lumina Spark programme was good fun, easy to learn, but most of all incredibly practical and useful – there were so many great tools that I have already applied."