SmartWinnr

Johnson&Johnson MedTech

Case Study

How Did Johnson & Johnson Improve Competitive Objection Handling with AI?

400 Hrs
Trainer's time saved

100%
Completion Rate

30 Mins
Trainer's time needed

70%
Improvement

Introduction

Johnson & Johnson, a leading life sciences company, needed to train **240 sales reps** in competitive objection handling. Despite extensive training, reps didn't always address objections from HCPs effectively, often resorting to focusing on features which had limited impact on the HCP. Translating their product knowledge into impactful conversations with HCPs proved challenging.

Ginu Panicker
Manager Commercial Education at J&J India

SmartWinnr AI Coaching is helping our sales teams to transfer product knowledge into meaningful conversations with HCPs. The biggest impact is in competitive objection handling.

SmartWinnr saves a lot of our time, and at the same time ensures that our sales teams get the practice that they need. The best part is that it takes only 30 minutes to get all information to create a role play scenario.

Challenges

Before rolling out SmartWinnr, Johnson & Johnson was up against a series of challenges:

01 **Difficulty in Handling Competitive Objections**

Sales reps often struggled to tackle objections from HCPs about competitors' products. Instead of linking the features and benefits to patient outcomes, they tended to focus on features, which failed to address the HCP's concerns.

02 **Face-to-face Role Plays are Time-consuming**

It would take approximately 400 hours for the trainer to conduct face-to-face role plays to train all the sales reps on handling competitive objections for all their products. This amount of time cannot be regularly invested.

03 **Limited Number of Face to face Role Plays**

Without regular face-to-face role plays, sales reps defaulted to discussing product features, lacking the skills to effectively address HCPs' concerns and objections.

SmartWinnr Solution

Key products were identified, and competitive objection handling scenarios were developed. Launched at the J&J National Sales Training Meet, SmartWinnr AI Coaching was implemented to help sales reps improve their competitive objection handling skills.

Establishing the Correct Talk Track through AI

Each of the 240 reps was assigned an AI video coaching assignment. Where sales reps completed interactive role-plays on objection handling following this talk track:

- Acknowledge the challenge the HCP is facing

- Identify the reason for the challenge

- Offer a solution to the challenge, discussing the benefits for both the HCP and the patient, and how it mitigates the HCP's challenge

- Share relevant clinical evidence

- Close with an ask for commitment or action

Customized Evaluation Rubric

Product Knowledge:
How good product knowledge does the rep have?

Benefits to Patient and Surgery:
Did the rep focus on the patient and surgical needs before diving into product features?

Clinical Validation:
Did the rep talk about the correct clinical evidence to support the claims?

Presentation:
How was the presentation?

Impact and Benefits

Successfully Identifying Gaps

After all 240 sales reps completed the first scenario, trainers identified gaps in their talk tracks. They recorded a best-case scenario and shared it with the reps for practice.

Consistent Improvement in Objection Handling

The sales reps demonstrated a 70% improvement in their ability to handle competitive objections effectively.

Efficient Scenario Creation

SmartWinnr streamlined the creation of role-play and simulation scenarios. Trainers were able to generate realistic scenarios tailored to specific challenges in just 30 minutes.

Expanding SmartWinnr's AI Coaching at Johnson & Johnson

Beyond competitive objection handling, Johnson & Johnson is considering expanding the use of SmartWinnr's AI coaching for scenarios such as:

- **Refresher trainings**
- **Promoting evidence-based selling**
- **New product launches**
- **Product certification**

This expansion will broaden the scope of training and maximize the impact of the coaching program.