


BEST PRACTICES OF
AI COACHING IN
MEDICAL DEVICE

Executive Summary

Training sales reps is no easy feat. Challenges like time constraints and onboarding new hires to budget limitations and knowledge retention exist. This whitepaper outlines these obstacles and highlights how AI can address them.

Introduction

Sales reps are the backbone of the medical device industry. Constantly on the go, packed schedule with little downtime for training. When it comes to training, some are quick studies; others need more time. Plus, training a team of **thousands** costs a pretty penny. It's a tough pill to swallow.

Today, let's understand the key challenges in medical device sales training and how AI can help. Let's break down these challenges first.

What are the key challenges of Sales Training?

Effective training is essential for reps to succeed, but several obstacles might stand in the way.

- **Limited Sales Role-play**

Sales reps are always on-the-go. HCP calls, paperwork, and other tasks. This makes it difficult to allocate sufficient time for role-plays.

- **Onboarding New Hires**

Getting new sales reps speed-up quickly is crucial. Mastering product knowledge, sales skills, and company culture can be overwhelming for both the rep and the trainer.

- **Measuring Training Success/Effectiveness**

Knowing if the training is working or not is tough. Tracking progress and seeing what's working is important to identify knowledge gaps.

- **Budget Constraints**

In-person training can be expensive. Travel, materials, and trainer's time add up. Scaling these programs is particularly difficult for large or geographically distributed teams.

- **Product Knowledge Retention**

50% information is prey to forgetting curve that too in the first few hours itself. This leads to a decline in retention and practical application over time.

- **Difficult to Scale**

Scaling training to accommodate a growing number of reps is difficult. Ensuring consistency and quality across larger groups has both logistical and operational challenges.

Well, that's a myriad of challenges. And, it's natural to seek solutions.



We have already covered the benefits of AI coaching in our whitepaper on [State of AI Coaching in Medical Devices](#).

Is AI the Right Fit for Your Team?

Let's Find Out!

Before diving headfirst into AI as your sales rep's personal coach, take a moment to reflect. AI can be transformative, but it's essential to ensure it aligns with your goals and processes.

Here's a quick checklist to guide your decision:

- Identify any gaps and limitations in your existing training program.
- Can integrating AI enhance and elevate your current approach?
- How can AI provide real-time feedback to your sales reps?
- Will it support adaptability and easy migration?
- Consider how AI can streamline repetitive tasks and save time.
- Is there further area that could benefit from AI-driven insights?
- Ensure AI tools can seamlessly integrate with your existing systems.



Faster Upskilling

AI can accelerate learning, providing interactive modules and instant feedback to help reps quickly acquire and apply new skills.



Ramp Up Onboarding

Difficult to onboard and retain new sales reps? AI can create personalized training, enabling new them to master product knowledge and product pitch.

- **The Harbinger Group states AI coaching to improve 50% new hire productivity.**

Another study by Deloitte Insights reveals organizations with strong onboarding processes

- **Improve new hire retention by 82%**
- **Productivity by over 70%**



Customized Role Play Scenarios

Create multiple real-life scenarios in less than 30 mins. Allowing reps to practice and refine their pitch with personalized and real-time feedback.



Reduced Training Time (Less Human Dependency)

AI automates much of the training process. Reducing the need for human intervention and cutting down training time. Thus, trainers focus on strategic tasks.



Scale to Thousands

AI can easily scale to train large numbers of reps, ensuring consistent and high-quality training for teams of any size, anywhere.



Did you know?

95% of medical device companies are investing in AI capabilities.

Best Practices for Implementing AI in Sales Training

By now, we have explored a plethora of advantages of AI in sales training.

Here are some practical tips for effective implementation of AI in your sales training:

- **Start Small**
Introduce AI in a small, controlled aspect of your training. Assess its impact before scaling up.
- **Seamless Integration**
Ensure the solution can integrate with existing sales tools and platforms for a smoother transition.
- **Continuous Learning**
Keep training programs up to date with the latest AI advancements. Encourage ongoing learning and experimentation.
- **Measure and Optimize**
Regularly track outcomes and effectiveness. Use insights to improve training methods and focus on areas needing the most support.
- **Feedback Loop**
Implement a system for collecting and acting on feedback from reps after using the tool.
- **Regulatory Compliance**
Ensure AI-driven training adheres to industry regulations and compliance standards.



Fact

New managers rarely know how to coach. They are mostly the best sales reps, promoted. With AI, companies can create a module like **coach-the-coach** program.

Overcoming the Challenges in AI Adoption

Sailing across *to AI or not to AI*, is not all smooth. Challenges exist.

To overcome these hurdles:

- **Educate Your Team**

Show the benefits of AI in sales training to get everyone on board.

- **Get Technical Support**

Work with reliable AI providers to ensure you have the help you need.

- **Budget**

Make sure you have allocated funds for essential training and system updates.

- **Provide Ongoing Training**

Offer continuous training to help your team learn and adopt the new features.

With AI, sales training gets a major upgrade, making it faster, more personalized, and scalable. It takes the guesswork out of upskilling and onboarding, turning each call into opportunities.

About Smartwinnr

Training a large team of sales reps is tough. Tight schedules, different learning styles, and the need for quick feedback make it hard to get right. SmartWinnr is changing how sales role-plays work with AI-powered role-plays. It is engaging, personalized and provides real-time feedback.

If you have read till here, thanks. Got questions? Drop us a line at contact@smartwinnr.com and let's chat!!