

ACTO for New Hire Onboarding



Onboarding new sales reps in the Life Sciences industry is a constant endeavor. Whether it's due to high rep turn-over or a trigger event like a product launch, getting reps trained and in the field as quickly as possible is everything. But how do you know if your new hire onboarding is effective and pull-through is making an impact?

MAKE TRAINING REFERENCEABLE

Commercial Learning & Development (CL&D) teams are tasked with training sales reps on dense, complex, clinical information. Despite the best new hire onboarding and successful certification, inevitably, reps will need to refer back to training while they're out in the field. So, how can you ensure your training is referenceable?

Fight *The Forgetting Curve* by designing new hire training that doubles as valuable tools that reps can easily reference in the flow of their work. With ACTO, you can break down training into bite-size segments through microlearning and add "key takeaways" for quick reference. You can also tag content so reps can search by therapeutic area, disease state, product, or other key term to find exactly what they need in seconds.

PERSONALIZE THE LEARNING JOURNEY

No new hire class is uniform - so why take a one-size-fits-all approach to training?

With ACTO you can provide adaptive learning journeys that deliver more personalized, effective, and engaging training to your new reps. You can set adaptive conditions and customized learning pathways that match a new hire's incoming knowledge and experience to deliver intended outcomes while improving learning efficiency. Your reps will have the opportunity to learn in their preferred modality and learn only what they need to so they get into the field quicker, and are more confident in their interactions with HCPs.

12% of U.S. employees say their company does a good job of onboarding

Source: Gallup article, *8 Practical Tips for Leaders for a Better Onboarding Process*, August 2021

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ELEVATE COMMERCIAL EXCELLENCE

When disjointed point solutions are used for different stages of the onboarding journey, CL&D teams can struggle to connect home study, live learning, and post-event pull-through for maximum impact. When training, certification, learning reinforcement, and coaching activities are siloed in different systems, how can you identify and address gaps in rep knowledge?

With ACTO, you can provide your new reps with a unified, seamless onboarding journey. ACTO allows managers to understand both individual rep and collective team engagement with learning content, resources, and coaching interactions to spot trends and make correlations between learning and performance to drive commercial excellence.

REPLICATE SUCCESS

Marketing, Sales, and CL&D leaders struggle to identify performance promoters or diagnose areas of risk that would allow them to impact new rep behavior and improve performance. What if you had insight into which elements of your new hire onboarding program worked well, and where there's opportunity for training improvement or learning reinforcement?

Being able to accurately replicate field rep success at scale across regions and territories is invaluable when it comes to guaranteeing the effectiveness of an onboarding program. With ACTO, Life Sciences organizations have a new hire onboarding dashboard that provides real-time visibility into the effectiveness of home study, live training, and post-event pull-through. Take advantage of insight about rep behavior in the field and continuously improve your new hire onboarding program for more learner delight and improved performance.

“ We’ve cut our onboarding time... feedback from the field about ACTO has been very positive. ”

– Pete Johnson, National Training & Development Manager, DentalEZ

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