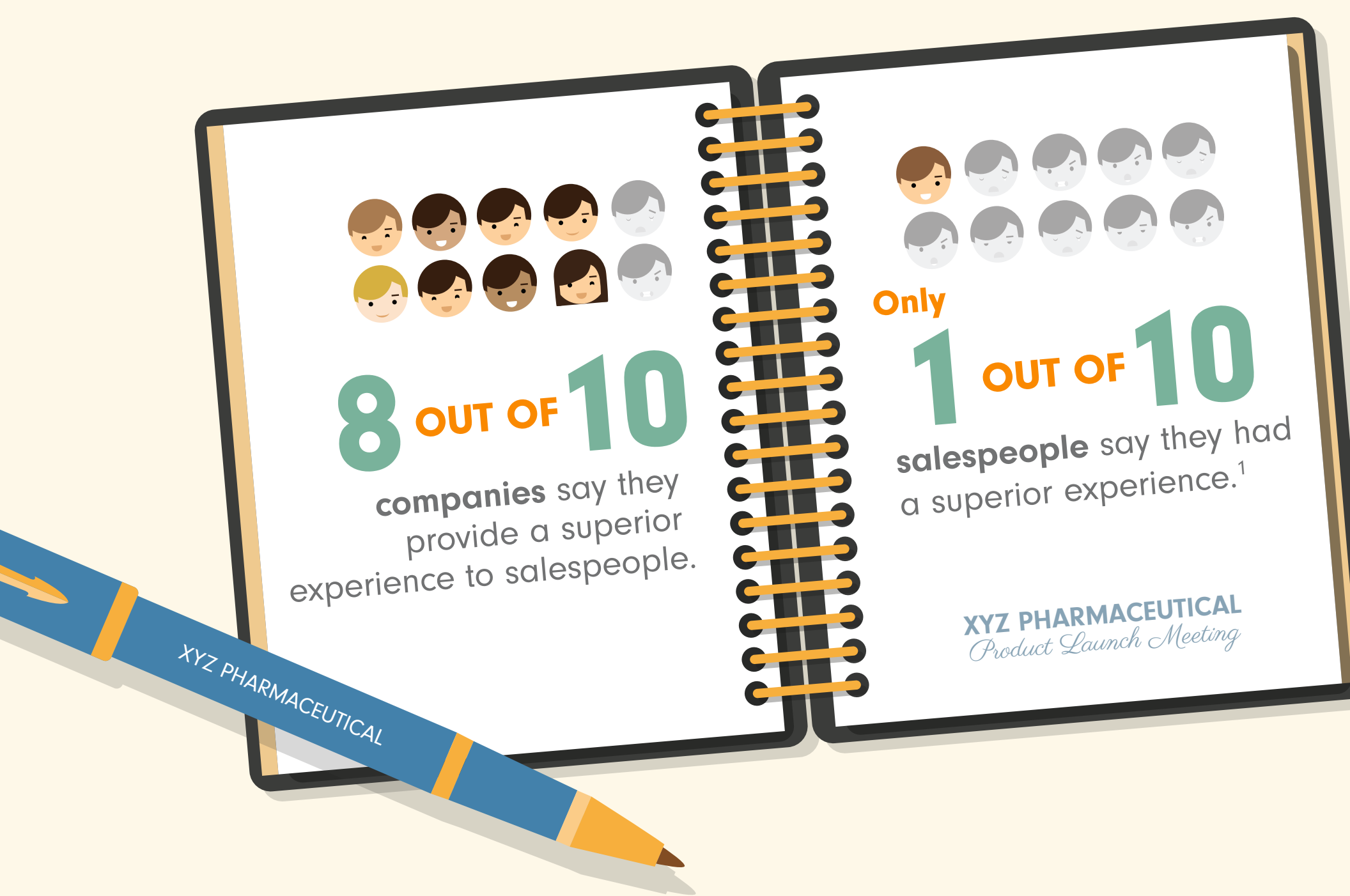


# Got the Wow?

SEE HOW DISENGAGED HEALTHCARE SALESPEOPLE CAUSE POOR RESULTS



TIM HAD A HEALTHCARE PRODUCT LAUNCH MEETING. HE MADE CHANGES TO THIS YEAR'S EVENT BASED ON FEEDBACK FROM LAST YEAR'S SALESPEOPLE TO CREATE AN EXCEPTIONAL EXPERIENCE. WAS IT ENOUGH? LET'S TAKE A CLOSER LOOK.



TIM WAS AT THE EVENT AND READY TO GO. The sales team was off in la la land.



**90%**  
OF PEOPLE daydream in meetings.<sup>2</sup>

TIM TRIED TO PLAN EVERY TASK AT THE EVENT. The salespeople had their minds on happy hour.

NEARLY **60%** OF SALESPEOPLE are frequently distracted during their workday.<sup>3</sup>



TIM WAS ON POINT AND FOCUSED. The salespeople were forgetful and uninterested. That's never good for business.



DISTRACTED SALESPEOPLE ANSWER CORRECTLY

**20%**  
less often than non-distracted salespeople.<sup>5</sup>

BECAUSE THEY WERE FORGETFUL AND UNINTERESTED, IT IMPACTED THEIR WORK - even after the event.

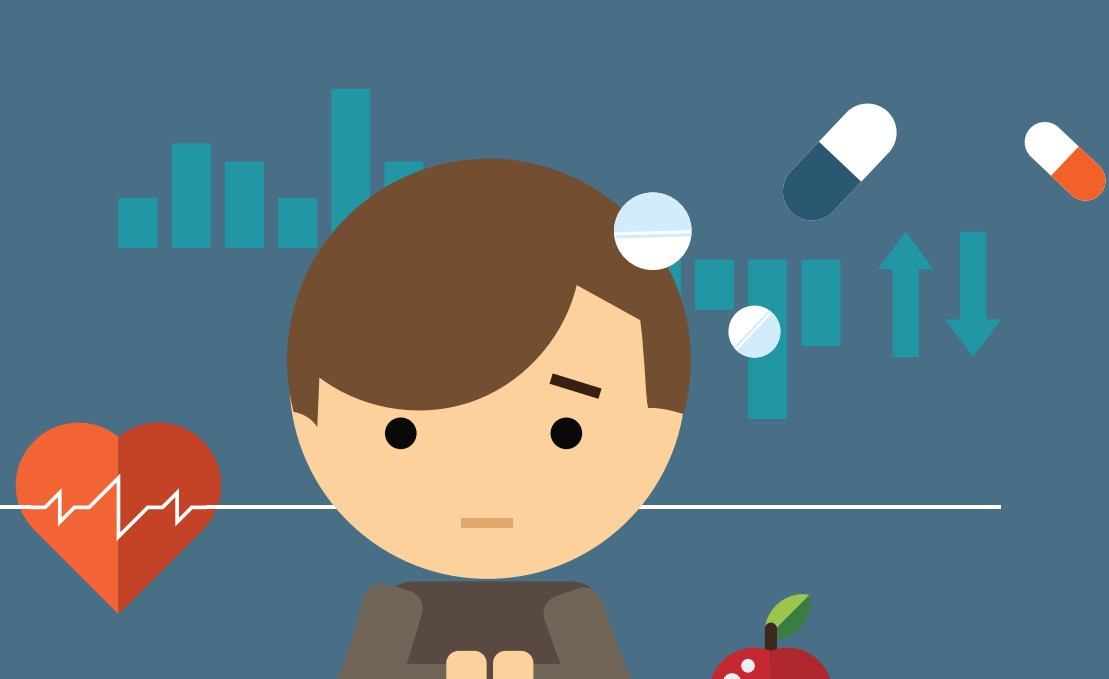
ABOUT **25%** OF DISTRACTED SALESPEOPLE are completely UNPRODUCTIVE at least 7 HOURS PER WEEK. That's 1.5 MONTHS A YEAR.<sup>5</sup>



## MORAL OF THE STORY:

Not focusing on the entire Wow experience can instantly result in loss of business and credibility.

**DON'T BE A TIM. BE A WOWMAKER.**



<sup>1</sup> Source: Meyer, Christopher and Schwager, Andre. "Understanding Customer Experience." Harvard Business Review, 2007 February  
<sup>2</sup> Source: Annenberg School of Communications at UCLA and University of Minnesota's Training and Development Center, 2013  
<sup>3</sup> Source: Employment and Integrated Research Advisory Services. "2013 Workplace Productivity Report"  
<sup>4</sup> Source: Atlassian. "You Waist a lot of Time at Work" 2015 Infographic  
<sup>5</sup> Source: Sullivan, Bob. "Brain. Interrupted." NY Times, 2013