

# ESCAPE ROOM HEIST WORKSHOP

## TRAINING FOR CHANGE:

Sanofi created an unforgettable Escape Room Heist workshop for DUPIXENT's 3 sales teams for their first post-covid Sales Meeting.

### 2000+

NSM attendees including Global Leaders from France

### 500 DUPIXENT PARTICIPANTS:

(Dermatology, Pulmonology, ENT/Allergy)

## GOAL:

- Provide the maximum time available for learners to be verbalizing, strategizing, and improving their sales skills
- Provide an opportunity for more extensive role-play practice, peer-to-peer exchanges, meaningful coaching conversations, and social learning
- Allow coaches to gauge the field's abilities following the shutdown
- Provide learners with a "safe place to fail"
- Make the training a unique and unforgettable learning experience



CHECK OUT THE VIDEO!

## PROBLEM/CHALLENGE:

During COVID, the Sanofi DUPIXENT Commercial Training Team knew they had many new hires who had been trained remotely and the field did not have the same amount of face-to-face mentoring. The first live National Sales Meeting was a perfect opportunity for live practice and mentoring but nobody likes to role-play. With traditional workshops, it can be difficult to get learners to actually role-play extensively. Sanofi was looking for a creative workshop solution that would be simple enough to deploy with a large field but grand enough to engage learners in an innovative way.



## RESULTS:

- Managers and trainers left with an immediate gauge of the field's overall skill levels, which was revealing following the COVID shut down
- Learners appreciated the learning opportunities with their peers and continued to comment for months how the experience helped them in the field
- The approach was so successful that Sales Leaders and Marketing requested a second, immersive, role-play experience for the next DUPIXENT National Sales Meeting
- The approach created opportunities for capturing metrics at the next follow-up meeting, including: learner self-confidence evaluations pre-and post-meeting and coaching report metrics from the sales call simulations to identify gaps and assess impact

