

From Selling Skills to Coaching Reinforcement

How a \$61B pharmaceutical organization connected seller development with leader coaching, giving reps and managers one shared language.



CLIENT

AbbVie

INDUSTRY

Pharmaceutical

SIZE

\$61B

PROGRAMS

NeuroSelling® + NeuroCoaching®

STARTED WITH — SALES TEAM

NeuroSelling®

A repeatable framework for understanding customer goals and communicating value.

EXPANDED TO — SALES LEADERS

NeuroCoaching®

Leaders coaching those specific behaviors in the field, rather than giving general feedback.

The challenge

AbbVie first engaged Braintrust to strengthen how its sales team communicates with customers. As the work progressed, the partnership expanded to sales leaders, so the behaviors reps were learning would be reinforced in the field.

Strengthen customer conversations

Move representatives beyond product-focused interactions to understand customer goals, perspectives, and needs.

Build more intentional selling behaviors

Give representatives a repeatable framework for navigating conversations and communicating value.

Reinforce skills through coaching

Equip leaders to coach NeuroSelling® behaviors intentionally rather than relying on general feedback.

Individualize leadership

Help leaders adapt coaching to the individual while strengthening communication, culture, and performance.

What changed

Stronger alignment between what representatives do and what leaders reinforce.

REPS

Customer goals and perspective

More intentional about what matters to the customer before positioning.

REPS

Trust and communication

Conversations built on trust, perspective, and barriers.

LEADERS

Focused coaching

Naming a specific behavior to reinforce before customer interactions.

LEADERS

Individualized development

Identifying strengths and the approach each team member needs.

The result

After a NeuroCoaching® session, one District Manager began choosing a specific NeuroSelling® focus with representatives before customer calls. For a long-standing customer facing financial difficulty, the team chose trust; the representative reinforced it throughout, helping keep the account stable.

Another representative preparing for a women's health conference focused on perspective, using the framework to understand what mattered to booth visitors.

"Their comments highlighted how the NeuroSelling framework and focused coaching are truly resonating, strengthening customer relationships, and driving meaningful results."

Head of Sales, AbbVie

WHY IT WORKS TOGETHER

One shared language, both sides of the call

Connecting seller development with leader coaching gives teams a common vocabulary and a practical way to reinforce behaviors in real customer situations.

"It has provided me with more confidence in all areas of my selling and communication."

NeuroSelling® participant

"NeuroCoaching is the true key for our leaders to unlock the potential of their team."

NeuroCoaching® participant