

From Plateaued Sales to Double-Digit Growth

How a global neuroscience pharmaceutical company grew revenue from \$1.0B to \$1.15B and cut turnover from 25% to 8% across a three-year partnership.

CLIENT	INDUSTRY	SCALE	PROGRAMS
Lundbeck	Pharmaceutical	5,400 staff	NeuroSelling® + NeuroCoaching®

\$1.15B

Revenue, after three years of partnership
Up from \$1.0B

8%

Employee turnover
Down from 25%

3 yrs

Ongoing partnership
Both programs

The challenge

Lundbeck is a global pharmaceutical company treating brain diseases, with around 5,400 employees in over 100 countries. Two problems were compounding each other.

SALES

A product-first sales strategy

The approach leaned heavily on data and product features and struggled to engage customers, producing only modest growth because it failed to build strong relationships or address real needs.

COACHING

Churn that hollowed out the culture

High turnover left one-third of the organization with less than two years of tenure. That churn disrupted team cohesion, held back a positive culture, and limited promotional opportunities.

What Braintrust did

Both programs ran across the same partnership, one aimed at the customer conversation and one at the culture around it.

NEUROSELLING®

Refocused the customer conversation

Shifted the team toward customer outcomes, advanced storytelling, and consultative problem-solving, which drove double-digit growth.

NEUROCOACHING®

Rebuilt the leadership culture

Created positive momentum and significantly increased internal promotional opportunities, leading to a more engaged, motivated workforce.

The result

Over three years, Braintrust helped Lundbeck grow revenue from \$1.0B to \$1.15B while reducing turnover from 25% to 8%. A mature brand with plateauing sales moved from flat to double-digit year-over-year growth.

"We were looking for a sustainable coaching model and we got it. As a team, we crystallized a foundational vision for our business unit, each leader, and our employees. The program will take us from a good company to a great leadership organization."



Tres Johnson
Vice President of Sales, Lundbeck

WHY BOTH PROGRAMS

One changed the conversation, one changed the culture

NeuroSelling® changed how representatives engage customers. NeuroCoaching® changed the leadership culture around them. Revenue climbed and turnover fell across the same three-year period.

+15%

Revenue growth

-17pts

Turnover

1/3

Under 2 yrs tenure, at the start