



## Alex Banayan instills the Third Door framework at Pharmaceutical National Sales Meeting

### Customer

A Global Pharmaceutical Company

### Audience

175 salespeople focused on a reversal agent for anticoagulant medications.

### Location

Braselton, GA

### Challenge

This company is tasked with reinvigorating the reputation of a treatment that had been mismanaged at launch by previous manufacturers and distributors with prohibitive pricing and a lack of clinical trials.

### The Solution

- Keynote on *The Third Door* + Q&A

### Results

Alex Banayan left this Pharmaceutical's Acute Care Hospital Team inspired and empowered with his Third Door framework. Specifically, he keyed in on three takeaways from his journey that connected with attendees.

- *From Larry King*: You have as many at bats as you are willing to give yourself.
- *From Quincy Jones*: The opposite of success is not failure, it is not trying.
- The Rejection Inspection Process: How do we make sure our setbacks are processed in a way that makes us smarter, better, faster?

A global pharmaceutical company dedicated to transforming healthcare through science, hosted a pivotal sales meeting to enhance the sales strategies and impact of their FDA-approved reversal agent for anticoagulant medications. At launch, the previous distributors limited accessibility to this reversal agent through premium pricing, ultimately stunting its market growth. However, under new management, this treatment is more affordable and backed by new clinical trials. It was now the job of their sales team to reinvigorate the product's reputation and expand its presence in hospitals.

The sales meeting was themed "ALL IN," reflecting the collective responsibility and individual commitment necessary to drive success in selling this product. The company sought to inspire its sales team, comprising 175 individuals from the Acute Care Hospital Team (AHT), to embrace the concept of "The Third Door" introduced by Alex Banayan. This concept emphasizes innovation, perseverance, and finding alternative paths to achieve goals, resonating deeply with the team's mission to navigate challenges and drive impact in healthcare.

The meeting was designed to be intimate, fostering engagement and interaction among attendees. Instead of traditional seating, the stage featured couches, chairs, and end tables, promoting a collaborative atmosphere conducive to learning and discussion. This was the first live event for the company in over 18 months, so the gathering served as a momentous occasion for the entire team to reconnect and align their efforts.

The pharmaceutical firm enlisted Alex Banayan, renowned for his "Third Door" concept, to deliver a keynote presentation that would inspire and empower the sales team. Banayan's presentation focused on leveraging individual actions to drive collective impact, mirroring the ethos of the "ALL IN" theme. Through anecdotes and insights, Banayan encouraged attendees to embrace creativity, innovation, and personal responsibility in their sales approach, particularly in navigating post-COVID challenges and diverse hospital environments.

The sales meeting provided a platform for the business's Acute Care Hospital Team to revitalize their sales and marketing approach to their reversal agent. By weaving together themes of collective power, personal responsibility, and the transformative potential of the "Third Door" concept, the Acute Care Hospital Team is poised to navigate challenges, deepen customer relationships, and maximize the impact of their product in healthcare settings. Most of all, after being empowered by Banayan's message, the team is primed to achieve their goals and contribute to the company's mission of driving positive outcomes for patients and transforming the future of healthcare.

# Frequently Asked Questions



## **Who is the Mollie Plotkin Group?**

The Mollie Plotkin Group is about more than hiring a professional speaker or entertainer. It's about working together to create unforgettable live and virtual events, filled with engaging content, extraordinary stories, and enduring lessons.

As a Keynote Speaker & Entertainment Agency, we have established personal connections with our keynote speakers, experts, and entertainers.



## **Why do we create case studies?**

These case studies focus on the distinct, specific impact our talent has had on hiring organizations. When considering a keynote speaker, entertainer, or any paid appearance, it is easy to understand a speaker's unique background. It can be harder to demonstrate the impact and return on investment for your organization.



## **Why do we focus on motivational speakers?**

We aim to illustrate the transformative influence motivational keynote speakers have on organizations. Whether it's motivating your sales staff, inspiring your organization during tough times, or reminding your team to stay hungry during good times, motivational speakers have a significant impact on your annual performance. However, that profound impact can be lost during year-end financial analysis.



## **Why do organizations hire Alex Banayan?**

Alex Banayan is the youngest bestselling business author in American history and a highly sought-after keynote speaker. His "Third Door" mindset is adaptable to any industry and his leading keynote teaches organizations how to cultivate an exponential growth mindset.