

RESHAPING APPROACHES WITH EXPERIENTIAL TRAINING

Commercial Training – Incyte Dermatology (Supported by CLD)



TEAM MEMBERS



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SUMMARY

Incyte Dermatology's training team elevated sales training by blending creativity, empathy, and rigor into one unforgettable national meeting experience. Their Arizona- and "Grand to Grand Ultra"-themed workshop tackled key rep challenges—like objection handling, patient engagement, and clinical fluency—through immersive, Arizona-themed stations. With a 30% boost in learner confidence and measurable improvements in field execution, the team's proactive, data-driven approach is a standout model for commercial training excellence.

"BY COMBINING EMPATHY WITH COMPETITION, INCYTE'S GRAND TO GRAND ULTRA ACHIEVED WHAT MANY WORKSHOPS AIM FOR—FULL REP ENGAGEMENT AND LASTING BEHAVIOR CHANGE."



SITUATION ANALYSIS

National meetings often struggle to fully engage experienced reps, especially when workshops feel repetitive or disconnected. Incyte's training team recognized this challenge and saw an opportunity to reimagine the rep learning experience by connecting back to what matters most: the patient. Their goal was to boost selling skills and motivation in a way that was creative, inclusive, and relevant.

"WE WEREN'T JUST TRYING TO FILL TIME—WE WERE TRYING TO MAKE EVERY MOMENT MATTER."
– ASHLIE PASSEN



METHODS AND APPROACH

Theme & Concept:

Inspired by the Arizona-based Grand to Grand Ultra footrace, the workshop immersed reps in a patient journey-driven challenge. The environment mimicked an endurance event—with "arenas," leaderboards, tents, and race packets—to mirror the rep journey.

Executorial Highlights:

- Patient Experience Arena:
 - Museum walk with real audio stories from patients
 - Augmented reality filters showing visible symptoms of vitiligo
 - Fireside chats for reflection and discussion
- Messaging Arena:
 - Giant dice and spin wheels for objection handling
 - Role-play scenarios scored with rubrics
 - Competitive team challenges with wall-sized leaderboard

Cross-functional Collaboration:

- Marketing co-facilitated patient stations to bring enthusiasm and product alignment.

Accessibility & Inclusion:

- Flexible seating and layout design ensured physical comfort and learning inclusivity for all attendees.

"IT WAS THE MOST IMMERSIVE AND RELEVANT TRAINING I'VE EVER BEEN A PART OF." – FIELD REP



EVALUATION

- 30% increase in self-reported learner confidence post-workshop
- Significant improvement in HCP conversations reported by managers
- Metrics revealed key rep skill gaps (e.g., opening statements, probing questions)
- Training team pivoted POA agenda to devote 60% of time to core skills
- Embedded real-time scoring tools and feedback to inform future training cycles

"AS A MANAGER, I SAW FIRSTHAND HOW THESE NEW TOOLS HELPED MY TEAM HAVE MORE MEANINGFUL CONVERSATIONS WITH HCPs."
– SALES LEADER

"THE DATA GAVE US A CLEAR MANDATE—AND THE TEAM DELIVERED." – JON TALBOT



CONCLUSIONS

The Incyte training team turned a national meeting into a strategic moment of transformation. By embracing creativity, grounding everything in the patient experience, and proactively adapting based on real-time feedback, they built an award-worthy training model. Their commitment to continuous learning, inclusivity, and performance inspired both reps and leadership—and raised the bar for training in life sciences.



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