

Client Spotlight

Global Leader in
Animal Health

SITUATION

This global leader in animal health was facing a critical challenge: **Their sales model no longer fit the demands of their complex and fast-changing market.** Reps had strong technical knowledge but struggled to shift from product pitching to strategic, customer-centered selling. And as the market evolved, so did the need to elevate the conversation.

The problem wasn't talent; it was alignment. Each team had their own approach. Coaching was inconsistent. And leaders had no clear way to reinforce new behaviors at scale. That's where ASLAN came in.

SOLUTION

ASLAN partnered with the organization to design and deploy a global, role-specific training initiative that equipped both reps and managers to lead differently.

- **Other-Centered® Selling (OCS):** Sales reps learned to lead high-value conversations, uncover needs, and deliver tailored solutions, moving beyond product knowledge to become trusted advisors.
- **Catalyst™ Coaching:** Leaders were trained in ASLAN's coaching methodology and equipped to drive accountability, reinforce new behaviors, and scale performance across global teams.
- **Catalyst Dashboard™:** A live coaching dashboard provided visibility into adoption, capability, and impact, ensuring change didn't just happen, it lasted.
- **Localization:** The program was delivered in multiple languages and tailored to local markets, enabling teams to apply the strategy in context.

Each program was tailored to the team's role, goals, and challenges, so every seller and leader got exactly what they needed to succeed. The rollout spanned markets worldwide, with successful implementations in the US, Brazil, Spain, Italy, Turkey, UK, France, Germany, Mexico, and Japan.

RESULTS

46%

improvement in
selling capability

250%

higher performance
versus untrained divisions
(control group)

Catalyst coaching
adopted across regions

By aligning teams around a common strategy and empowering leaders to sustain it, this organization built a foundation for lasting growth, at scale.

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In the future, this will no longer be an OCS program but just the way [the organization] sells for the next 10 years. I've been a part of a lot of initiatives but none as effective or that had the impact like this one.

– Executive Director

