

Quantified



Case Study

How Bayer Trained 500+ Reps in Record Time
Using AI-Powered Practice

Industry

Pharmaceuticals

Number of Employees

92,000+

Solution

AI Sales Simulator and Coaching

Headline Stats:

4.5k+

practice sessions
logged

97%

mastery rate
achieved

500+

reps received
scalable certification

The Challenge

As Bayer prepared to launch a new indication for *Bailentra*, timing and precision were critical. The organization faced the task of certifying and equipping more than 500 representatives nationwide quickly, effectively, and at scale.

But the stakes were high:

- The launch timeline was tight, leaving minimal margin for inefficiencies.
- Field leaders were already balancing significant demands, and trainer availability was limited. Bayer wanted to challenge traditional ways of doing things.
- Conventional training methods such as field visits and live roleplay weren't an option.
- Bayer needed a scalable solution to build message mastery and rep confidence without placing additional strain on field resources or jeopardizing launch speed.

The Solution

To meet the moment, Bayer's training leaders turned to **Quantified's AI-powered Sales Simulator.**

"The ability to scale training without sacrificing quality was a game-changer for us."

- Peter Frank, Director, Cardio Renal and Women's Health Franchise Training



Through customized AI personas and simulated HCP conversations, reps practiced their messaging and objection handling in realistic, repeatable scenarios. Each interaction came with immediate, structured feedback based on Bayer's specific certification rubric—ensuring consistency without needing a human assessor.

Key Elements of the Approach:

- **4,500+ practice sessions** completed asynchronously
- Reps had access to **virtual personas** 24/7 for flexible, on-demand training
- **Quantified's AI feedback** highlighted structure, accuracy, and emotional tone
- Training leaders used **performance data** to refine coaching and messaging
- **Experienced reps engaged deeply**, thanks to thoughtful change management

The AI tool didn't just assess. It **coached**—giving reps the confidence to engage physicians with clarity and precision.

Quantified Results:

The numbers speak for themselves:



97% mastery rate across the team



Thousands of hours saved in trainer-led assessments



Data-driven coaching improved rep performance and message pull-through



Reps reported feeling more prepared and confident for HCP conversations

“Reps told us they felt more prepared walking into HCP conversations. They weren’t just certified—they were confident.”

- Kathy Driscoll, Associate Director, Brand Franchise Training



Beyond Certification

The success of the *Bailentra* launch created a new blueprint for how Bayer approaches field readiness.

Today, the team is exploring how to extend AI-powered simulation to:

- Onboarding new hires
- Reinforcing pull-through messaging
- Supporting continuous coaching and development

The training team’s belief is clear: **Practice and feedback shouldn’t stop after certification.** With AI, the next level of sales effectiveness is always within reach.

Get a Simulator Demo



Scan the code and learn how to transform training, coaching, onboarding, and certification programs

Or visit quantified.ai/demo-request