



# Is Your Sales Training Program Fighting Human Nature?

## It's Time for a New Reality

As a sales and education training leader in MedTech and Pharma, you know the drill. We're in an exploding market – projected to hit over \$700 billion for medical devices [1] and \$2.3 trillion for pharmaceuticals by 2030 [2] – yet the pressure on our sales teams has never been greater. We're constantly trying to equip them to sell complex, life-changing products, but often, our training efforts feel like we're swimming against the tide.

Consider these all-too-familiar challenges: new reps can take 11 to 14 months to get fully onboarded [4, 5], and despite our best efforts, a staggering 84% of sales representatives missed their targets last year [3]. The financial drain is immense, with \$21,000 to \$36,000 per rep invested in training [4], only to see up to 35% turnover [6].

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Why does this happen? It's not a reflection of our reps' capabilities, nor a lack of effort on our part. It's simply human nature, amplified by outdated methodologies. Our brains are hardwired for engagement and application, not passive consumption. The Ebbinghaus Forgetting Curve isn't just psychological trivia; it's a stark reminder that traditional methods, dense binders, endless slide decks, and one-off workshops, are fundamentally at odds with how adults learn and retain complex information. We're asking our teams to master cutting-edge products and intricate clinical workflows, but we're often providing them with static, easily forgotten information.

## **It's time to stop the cycle of inefficiency. It's time to build true, lasting expertise. It's time to embrace a new reality in sales training.**

The good news? We're on the cusp of a significant shift. While traditional Learning Management Systems (LMS) provide foundational knowledge, the future of truly tailored learning lies in blending these platforms with more dynamic approaches. This new era of training is being driven by immersive technologies like Mixed and Augmented Reality, which are supercharged by Artificial Intelligence (AI) to transform passive content into adaptive, personalized learning experiences.

While some may see barriers in initial hardware costs or complex integration, these are rapidly diminishing as new, more cost-effective devices enter the market and as software solutions become increasingly plug-and-play. This creates an unprecedented opportunity for early adopters to gain a critical edge, leveraging new, exciting, and engaging methods to accelerate learning and differentiate their approach.



# The Mixed and Augmented Reality Solution married with real time AI: Training for Lasting Impact

Our belief is clear: a strategic combination of Mixed Reality (MR), Augmented Reality (AR), and AI will transform sales training. This isn't about replacing human connection; it's about empowering it. It's a strategic shift that directly addresses the psychological and practical limitations of current training models.

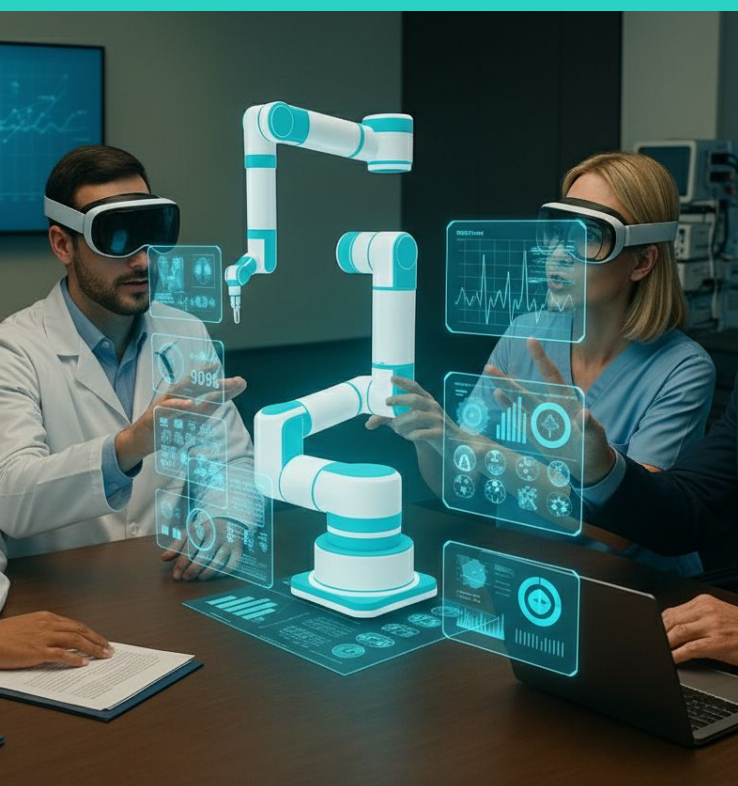
## Countering the Forgetting Curve with Experiential Learning

Instead of just hearing or reading about a product, your reps can actively engage with it. Through MR, they can interact with 3D holographic models of complex medical devices or visualize drug mechanisms of action (MOA) right in front of them. They can virtually disassemble a device, explore its functions, and practice operating controls as if it were real. This hands-on, experiential learning bypasses passive retention, embedding knowledge through active "doing." This approach can drastically cut onboarding time, getting your reps confident and field-ready in weeks, not months.

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## **Building Confidence Through Realistic Simulation**

The pressure of a real-world sales call is intense. With MR, your reps gain a safe, repeatable environment to hone their skills. They can conduct realistic sales pitches with AI-driven avatars of healthcare professionals, practice handling tough objections, and refine their messaging. They get objective, immediate feedback, transforming theoretical knowledge into practical, high-performance sales behaviors. We're not just telling them what to say; we're training them on how to effectively engage in dynamic, high-stakes conversations.

## **Transforming Demos from "Show and Tell" to "Immerse and Understand"**

How often do reps struggle to convey the full value of a complex product? MR and AR change the game. A rep, using an MR headset, "placing" a life-size, interactive holographic surgical instrument or a drug molecule directly onto a physician's desk. The physician can then collaborate with the product and your sales rep. Rotate it, examine its features, and truly understand its impact. For post-meeting engagement, AR, accessible via a tablet or even a smartphone, allows for interactive "leave-behind" materials. A physician could scan a brochure and instantly see a 3D animation of a device in action, reinforcing key messages long after the rep has left. These immersive demonstrations don't just show; they create a deep, memorable understanding for your clients.

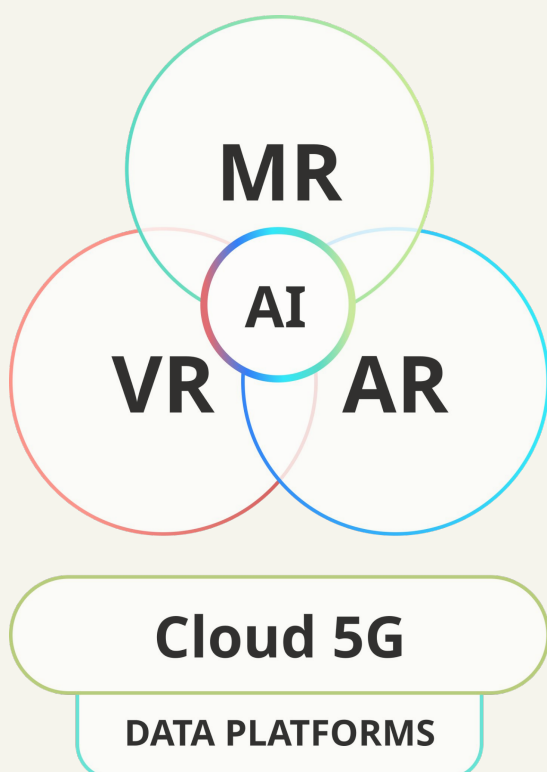
# The Future of Training: An Integrated Ecosystem

The acceleration of MR and AR in MedTech is supported by an exciting evolving ecosystem. We're seeing powerful, more accessible hardware emerging, from cutting-edge devices like the Apple Vision Pro to new headsets within the Android XR ecosystem (like Samsung's 'Project Moohan'). This range of devices, from high-fidelity immersive experiences to more accessible mobile AR, allows for flexible, multi-tiered training and engagement strategies tailored to different needs and budgets.

**“Those who invest early will gain lasting market advantage”**

Crucially, the deep integration of Artificial Intelligence (AI) and the expansion of 5G infrastructure are supercharging these technologies. AI will personalize training, offering each rep adaptive learning paths and real-time coaching based on their unique performance data. And 5G will provide the low-latency, high-bandwidth connectivity needed for seamless multi-user collaboration in virtual spaces and robust cloud-based rendering, enabling powerful, interactive experiences anywhere. The intersection of MR, AR, AI, and connected data platforms is where the fastest innovation will occur, and where true market leadership will be forged.

For us, as training leaders, the call to action is clear: while this technology is still new, those who strategically invest in this journey now will have an early advantage. By testing and learning, you can leverage these tech breakthroughs to stay ahead of the competition before this approach becomes business as usual. This translates to enhanced Key Opinion Leader (KOL) engagement, superior training and education outcomes, and a clear path to market leadership.



## Next Steps

Let's start with pilot programs focused on core sales and clinical training competencies, where we can measure clear ROI in reduced training time and improved rep performance. From there, we can strategically expand, leveraging these powerful tools to tackle our most complex challenges. By investing in an integrated, scalable, and hardware-agnostic immersive platform, we can transform our sales reps from product presenters into highly skilled, trusted advisors, accelerating sales cycles and securing our leadership position in a rapidly evolving market.

**This isn't just about adopting new technology;  
it's about unlocking our teams' full potential.**



### References

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