

Case Study

Pilot Sales Team

Client:

Global Pharmaceutical Company with Pharmacy Focus and no GP exposure

Project Background:

- Aggressive sales targets had been delivered.
- New evidence for their pain relieving product provided a strong base for active GP recommendation.
- Needed to take advantage of this opportunity however neither GP Team available within company nor any infrastructure allowed for in budgets.
- Uncertainty over resources necessary to support GP field activity but needed to start testing strategies

Critical Challenge:

- To provide a quick turn-around in the use of and response to materials and strategies for product X whilst determining the effect on sales vs plan.
- Determine where and how the pilot should take place in order to provide the most meaningful outcomes.
- Determine measurement criteria.

Why Ascott Sales Integration:

- Ascott Sales Integration has people with direct experience in all facets of Pharmaceutical Sales and Marketing.
- Immediate provision of strategic input and support
- Piloting of strategies and materials within short periods of time and reporting back meaningful data is all part of the service.
- Provision of a dedicated Project Manager to oversee all key elements of the pilot implementation and regard to timing.

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Solution:

- Recruitment of 6 experienced Pharmaceutical Sales Representatives in NSW.
- Team provided with sales materials and fully trained on use
- The team reporting directly to the Project Manager with interfaces with the client.
- Pilot length @ 6 months to allow reasonable time for data capture with regular review checks vs other non-pilot states.

The Outcome:

- Team recruited, trained and operational within 8 weeks
- Targets lists of customers provided to team
- An average 6.8 GP's seen per day
- Noticeable variances in sales registered after 7 weeks of GP activity
- Material and strategies slightly adjusted through feedback
- All team members remained on contract for duration of pilot therefore no down time and high level face to face calls were attained.
- Significant sales growth was recorded from pilot vs other states after 3 months
- Rolled out to other states after 4th month of pilot for a further 8 months
- 2 Regional Sales Managers appointed and a further 7 representatives
- After 12 months a 36% increase in sales had been reported vs the previous year nationally
- NSW recorded an increase in sales of 47% vs the previous year

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