

# ASCOTT

Sales Integration



Goes to Great Lengths

# “Who are we and what do we do?”



Ascott Sales Integration provides sales force solutions, from supported sales team provision to the management, planning and successful implementation of a complete national sales force. We use experience, expertise and a goal focused approach in integrating your sales force solution. We go to great lengths to provide you with the results you're after. If your business relies on face to face selling to capture a share of voice in the market place, launch new products or boost the sales of existing products,

## **Ascott Sales Integration can help**

Even the largest companies are running lean and keeping a close watch on the bottom line. If your human resources are stretched, you have a new product to launch, or prefer to operate without a full time sales force, Ascott can provide you with cost effective solutions tailored to your company's individual and particular needs.

You need Ascott if:

- You want to increase your share of voice and out gun your competitors.
- Your sales targets exceed your budget.
- Your headcount allowance does not allow enough face to face promotion.
- You need to build your image in the market place for your company and products. Ascott Sales Integration provides sales force solutions,
- Your recommendation and endorsement rates increase and cascade both to and from healthcare professionals.

## **Let's start with what you hope to achieve**

Ascott Sales Integration treats your success as our own success, thus we go to great lengths and commit all to achieving the results that you expect. To achieve this we start by asking; “what is your desired result?” This is followed by attention to detail in the planning stage. We take into account your company structure, culture and profit plans to ensure the seamless integration of the sales force from a company, representative and customer perspective.

## **Ascott can help you by:**

- Identifying & generating territory plans.
- Determining the number of & recruiting reps.
- Generating call plans & lists.
- Organising product & sales training.
- Managing the profiling of target audiences.
- Setting call activity plans.
- Territory & field management along with reporting systems.
- Logistics provision and management (eg. car, phone, expenses).

# “The benefits of outsourcing as your own with Ascott Sales Integration”



## **Flexibility**

You can have a custom designed sales force to suit your individual needs.

## **Saving time**

Ascott can manage the entire sales force process including the planning, recruitment and the management.

## **A short-term commitment**

You need only have the sales force for as long as you need it.

## **The opportunity for permanency**

You are able to take the outsourced but already integrated team on full-time should the opportunity arise. Get people on the road without headcount issues – an outsourced but integrated team allows you to gain extra share of voice legitimately over and above your headcount allowances.

## **Save money**

An outsourced, integrated team will always prove to be more cost efficient than a permanent team because you don't require any upgrade of your internal infrastructure like office space or administrative staff.

## **Keep your activities confidential from the marketplace**

Your team can be built under Ascott's name so the marketplace remains unaware of your sales force development.

## **Fresh rep commitment**

New reps coming in on old products gives an injection of energy and fresh motivation.

# SALES TEAM VARIATIONS



## Our Teams



### National medical teams

- Healthcare professionals
- GPs
- Specialists
- Hospitals

### Pharmacy sales teams

- Sales people
- Staff educators
- Merchandisers

### Nurse advisors

- Screening
- Clinical advice

### Multi-customer teams including:

- Dedicated teams
- Shared/Syndicated teams
- Pilot teams

### Our current and past experience in sales and organisational development

All the members of **Ascott Sales Integration** senior management team have held sales management roles in the healthcare industry. You can be assured that trust, quality and integrity are not merely words, but a part of our company philosophy. We believe that achieving your business goals is the key to our success, thus we all drive in the same direction. Our senior management is spread across the country with leaders down the Eastern seaboard as well as the South-Western states. All can be involved with your teams development and running.

#### Ascott Sales Integration Pty Ltd

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# CASE STUDIES



## 1 Pilot program

A global pharmaceutical company with a pharmacy only focus and no GP presence gained access to new evidence for their pain relieving product. This evidence provided a significant competitive advantage however without GP experience or a GP sales team to utilise, another option needed to be considered...

## 2 Integrated team for company growth

A relatively new pharmaceutical company in Australia but with a strong overseas presence, had to increase its share of voice urgently or risk losing sales in a highly competitive market. A lack of relevant internal resources meant that services outside the company had to be considered with a view of integrating them into the company...

## 3 Product launch/start up

An expanding nutraceutical company had sourced a product from the USA with huge potential but with limited resources to provide quick market entry. With the launch of competitor products just a matter of time, ready resources were required to gain maximum distribution to meet consumer demand through promotional activities...

## 4 Utilising Nurses within GP Clinics

A major multi-national company with existing representation had a need to create other access opportunities with GPs. Utilising Nurses within Clinics, greater accessibility was created whilst building sales through patient identification leading to market expansion...

## 5 A mature product gets a new lease on life

With sales and market share in decline due to minimal promotional spend, a decision was made to invest in a contract sales team for an initial 3 months calling on targeted metropolitan GPs. After 9 months, sales and market share are continuing on a strong growth curve through the contract sales team.

**For further information on these and other Ascott Sales Integration Case Studies**  
[www.ascottsales.com.au](http://www.ascottsales.com.au) > Sales Force Solutions > Services

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# CONTACT US



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