

Case Study

Virtual Pharma Company requiring Outsourced Support

Client: Start-Up Company

Project Background:

- The US based company required international development and decided on Asia/Pacific to launch calcium product for OA market.
- Market dominated by one brand with 75%+ market share
- Outsourced all services including sales team requirements

Critical Challenge:

- To provide a fully operational sales team for an initial period of 18 months:
 - Experienced Sales Team calling on GP's
 - Sales Team management on a daily basis
 - Access to GP's and Specialists
 - Product recommendation

Why Ascott Sales Integration:

- Ascott Sales Integration has internal expertise of building Sales and Support Teams for the Healthcare Industry. This experience provides the right people with training and ongoing project management to guarantee results
- Ability to develop dynamic sales strategies that ensure relevant customer targeting through data and modelling functions leading to immediate results
- Focus on client needs with preparedness to offer strategic support when required

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Solution:

- Recruitment of 10 experienced Pharmaceutical Sales Representatives with current knowledge of GP's in all major capital cities
- Ready access to GP's via appointment and territory knowledge
- Provision of a National Sales to lead the team
- Ascott Sales Integration senior management assist in continual development of strategies in support of client objectives

The Outcome:

- Project commenced November
- The team and management selected, trained and on territory February with customer targets lists
- Ascott provided support to gain product availability in pharmaceutical wholesalers
- In field management support maintained focus from the start
- After 6 months 2.5% market share achieved
- Ascott Sales Integration management provided strategic push for improved Pharmacy activity as distribution in pharmacy low.
- After 12 months 12% market share achieved and Pharmacy distribution increased to 75%