

Case Study

Pharmacy Product Launch

Client: Expanding Complementary Medicine Company.

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Project Background:

- The company had sourced a product from the US with huge potential but had limited resources to provide quick market entry
- Expected that similar products would be launched by competitors in the future
- Product PR had been organised prior to any thought of distribution

Critical Challenge:

- To deliver a fully operational sales function for a minimum of 6 months that would provide:
 - Team in place 6 weeks prior to commencement of PR
 - Obvious company presence in market place
 - Confidence to wholesalers to stock and support product
 - Distribution across pharmacy
 - In store merchandising to support PR

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
- Provision of a dedicated Project Manager to oversee all key elements of the contract implementation