

Recruiting and Performance Managing a PCP Field Sales Force

Case Study #01P-010-UDM

Client:

Midsized biopharma company

Product:

Respiratory franchise, including existing brands and new pre-approval product

Objectives:

- Increase share-of-voice (SoV) for client's existing product portfolio
- Prepare for impending product launch (assuming FDA approval)
- Mitigate risk in event of FDA not approving new product

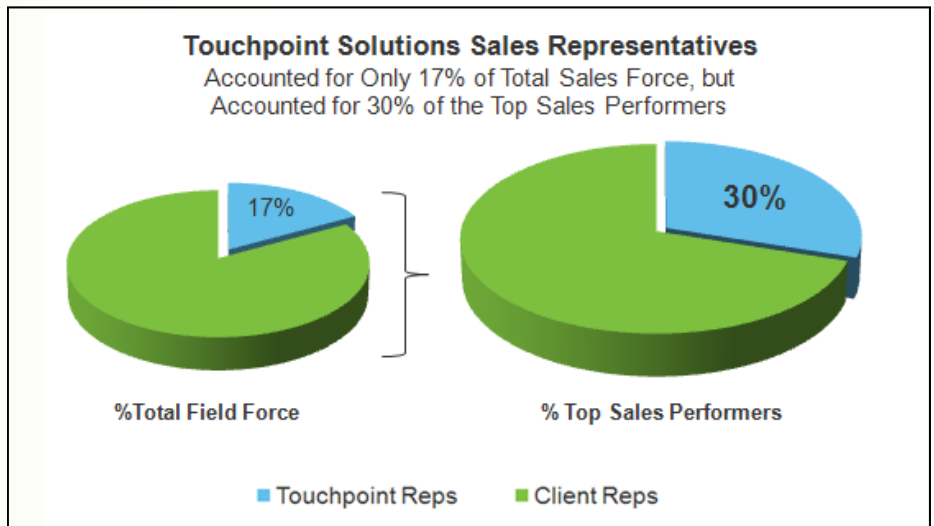
Market Challenges:

- Uncertainty of new product approval
- Needed increase in SoV for highly competitive and heavily promoted respiratory market
- Aggressive timing for hiring of new sales team required a significantly shortened recruiting process

The Touchpoint Selling Solution:

- Build 400+ person primary care sales force to provide flexible, mitigated-risk solution
- Recruit Publicis Touchpoint Solutions team in an abbreviated 7 weeks (during pre-launch period) by holding regional hiring events in 18 locations across the US while closely coordinating with client sales management (including Area VPs, Regional Directors, and District Managers)
- Use high-performing Touchpoint Solutions sales representatives to serve as a recruiting source for client's direct sales force
- Provide strong performance management of the Publicis Touchpoint Solutions team to deliver strong sales results and exceed client's expectations

Touchpoint Solutions Hires 400+ in 7 Weeks Delivering Outstanding Results



Recruiting & Sales Results:

- During 7-week (pre-launch) period of recruiting, Touchpoint Solutions:
 - ◊ Generated/reviewed 30,000+ and screened over 25,000 applicants
 - ◊ Scheduled and conducted F2F interviews with 1,600 candidates
 - ◊ Filled over 94% of the new sales positions while also recruiting for and filling >90% of client's direct hires prior to first training class
- Based on the strong recruiting performance, client moved direct recruiting responsibilities from competitor to Publicis Touchpoint Solutions (resulting in need to staff an additional 70+ sales positions)
- While the Touchpoint Solutions field sales team represented only 17% of the total field force, they accounted for 30% of the entire sales force's (client's direct team and Touchpoint Solutions team) top performers

"Touchpoint Solutions was an excellent partner... From implementation to execution, the Touchpoint Solutions team quickly became aligned with our teams, embraced our strategies, and delivered results."

— Client Sr Vice President, Sales

For more information, call Business Development at 866.616.4777 or eMail us at Impact@TouchpointSolutions.com