

Flex-Time Field Sales Team Drives Expansion of Dermatology Products

Case Study #01P-001-FLX

Client:

Mid-sized dermatology-focused company

Product:

Prescription topical retinoid acne treatment and an over-the-counter (OTC) facial cleanser

Challenges:

- Product awareness and usage had been historically low among target audience of primary care practitioners
- Competitors in the acne/rosacea market were increasing their promotional investment
- Efficacy and safety concerns in the competitor category presented a critical need to differentiate and execute messaging with precision and impact

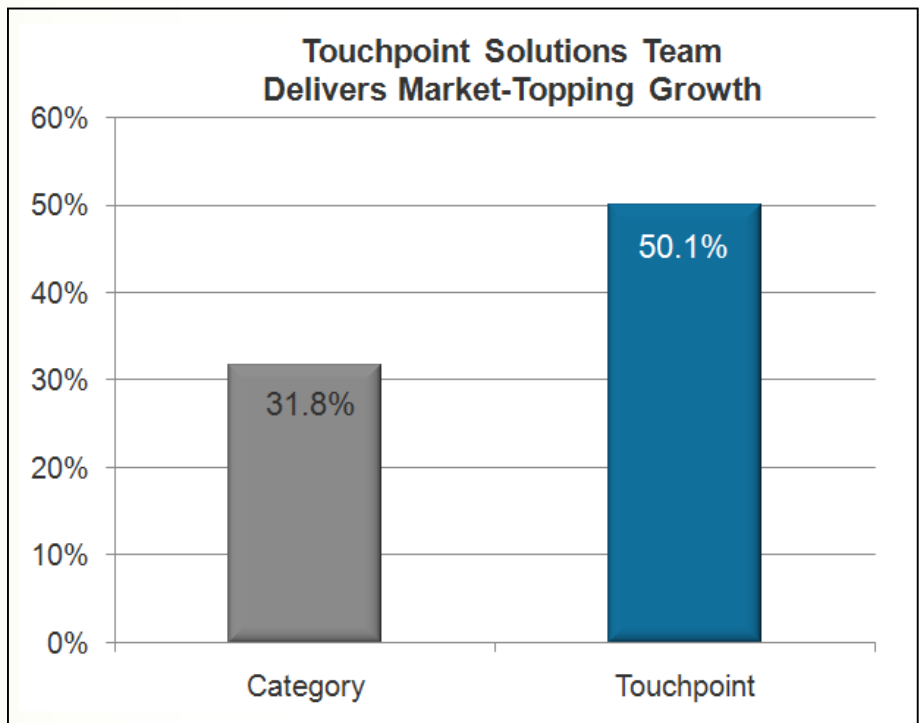
Objectives:

- Expand dermatology brands into highly competitive primary care marketplace to maximize brand growth potential
- Evaluate expansion approach with a proof of concept implementation while mitigating risk

The Touchpoint Selling Solution:

- Deployed an experienced 55-person primary care flex-time sales force and management team to deliver flexible, mitigated-risk solution
- Recruited, trained, and deployed on an aggressive timeline to maximize current-year growth opportunities
- Designed and executed all program elements, including training, HR/compliance, activity & expense tracking, incentive plans, and reporting/analytics

Touchpoint Solutions Flex-Time Field Sales Team Delivers Immediate Results



Sales Results:

- Publicis Touchpoint Solutions flex-time sales team achieved year 1 portfolio growth of +50.1%, outpacing category growth of +31.8%
- 80% of territories achieved statistically significant market share gains, while the remaining 20% kept pace with heavily-promoted, well-established competitors in year 1
- OTC product achieved statistically significant gain in product recommendations by physicians and pharmacists, driving sustained growth despite flat to declining category performance

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