

Field Sales Team for Emerging Pharma Company With Unique Specialty Product

Case Study #01P-002-SPT

Client:

Emerging pharma specialty company

Product:

Highly unique addiction/dependency product that offered the first opportunity for true outpatient treatment

Objective:

Commercialize this new product with limited-risk option for unproven market

Internal & Market Challenges:

- Client lacked infrastructure and internal resources for commercialization
- Product was 5th in class to market and previous launches in class experienced limited success
- Product had significant regulatory restrictions and a unique prescriber population that required specialization or prescribing certification
- Unique, hidden patient population drove need for empathy-driven, consultative sales team

The Touchpoint Selling Solution:

Outsource commercialization with plan to internalize as client generated revenue and developed infrastructure

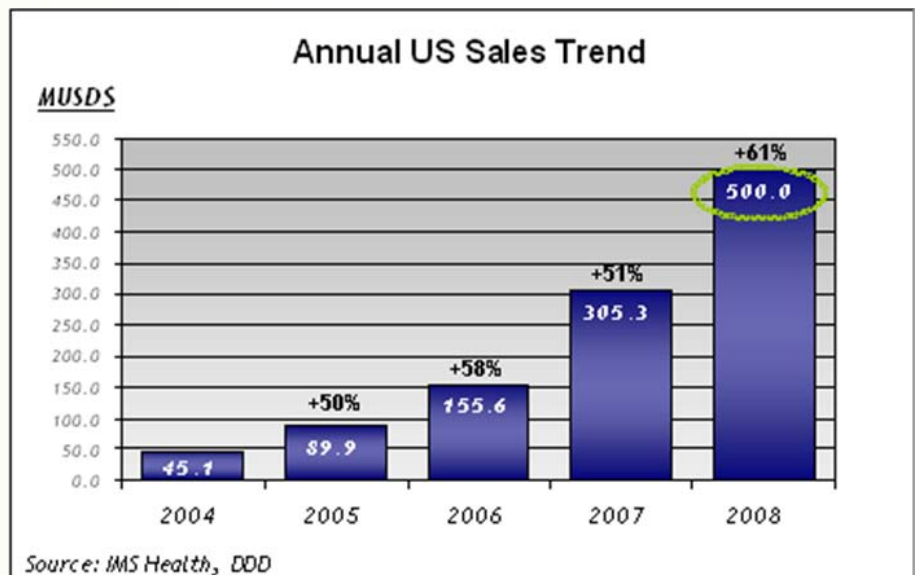
Specialty Field Sales Team:

- Recruited, hired, trained, and performance-managed sales team
- Targeted unique prescriber group
- Provided critical education on patient identification, treatment, and product differentiation
- Assisted in development of 3rd-party certification programs with associations

Managed Markets Account Team:

- Defined and executed managed markets strategies
- Initiated reversing regulatory limits

Touchpoint Solutions Sales & Managed Markets Teams Achieve 262% Increase



Sales Results:

- Publicis Touchpoint Solutions field sales and managed markets account teams consistently delivered significant annual sales volume increases at 50%+ per year

Structural Results:

- Client expanded sales force 7 times since launch (growing to team of 195)
- Client expanded brand support in managed markets with a Publicis Touchpoint Solutions managed markets account team, all of whom were converted to internal positions
- Client internalized the commercialization process through on-boarding of Publicis Touchpoint Solutions specialty sales representatives and managers and is now using the Touchpoint Solutions *Evaluate-to-Hire*[™] recruiting model for all new hires
- Client is currently exploring other product commercialization options due to successful commercialization of this product

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