

Case Study Series

Vacancy Field Sales Team Grows Market Share During Critical Launch Period

Case Study #01P-003-SPT

Client:

Top-10 biopharma company

Product:

Major newly launched neuroscience product

Objective:

Rapidly and effectively deploy an embedded sales force to seamlessly cover client's vacant territories

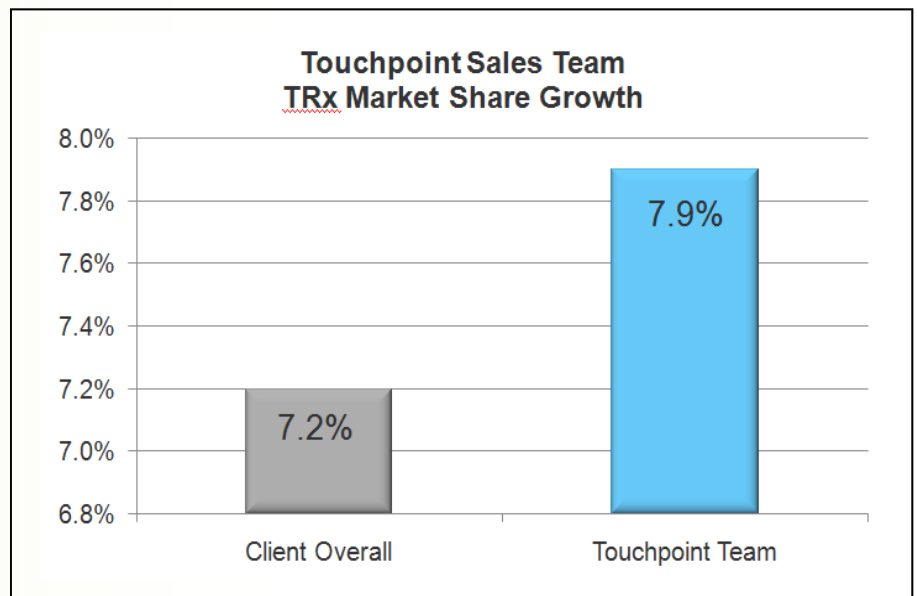
Market Situation/Challenges:

- Client was in process of a merger with another top biopharma company
- Vacant territories were not able to be backfilled during merger process
- At the same time, client was launching a new specialty product with a critical need for early launch success in an \$11 billion highly competitive market

The Touchpoint Selling Solution:

- Recruited team using the *Predictive Index Analysis*® to select for results focus, motivational fit, and challenge resolution
- Hired and remotely trained an experienced 65+ person Touchpoint Solutions sales team in an aggressive 6-week time frame, while still delivering the highest quality team
- Enhanced client's existing processes with customized field management coaching and performance processes to fit the needs of an embedded sales team
- Worked closely with client's existing sales and marketing team on delivering a high-performance culture to ensure launch success

Touchpoint Solutions Team Delivers Launch Success in Competitive Market



Sales Results:

- Publicis Touchpoint Solutions sales team accelerated launch market share for this key brand at a rate 10% higher than that for the client overall (7.9% vs 7.2%)

Other Results:

- 100% of class completed all training, which was performed remotely via a Web-based training portal
- Publicis Touchpoint Solutions team exceeded all training, certification, compliance, and program requirements, as well as market share expectations

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