

Flex-Time PCP Field Sales Force Expands SoV

Case Study #01P-009-FLX

Client:

Top-20 biopharma company

Product:

Two allergy brands in client's existing product portfolio

Objectives:

- Rapidly and effectively deploy a flex-time sales team to seamlessly align with client's existing sales team
- Recover and grow market share in increasingly crowded and competitive PCP marketplace for a \$1.6B portfolio

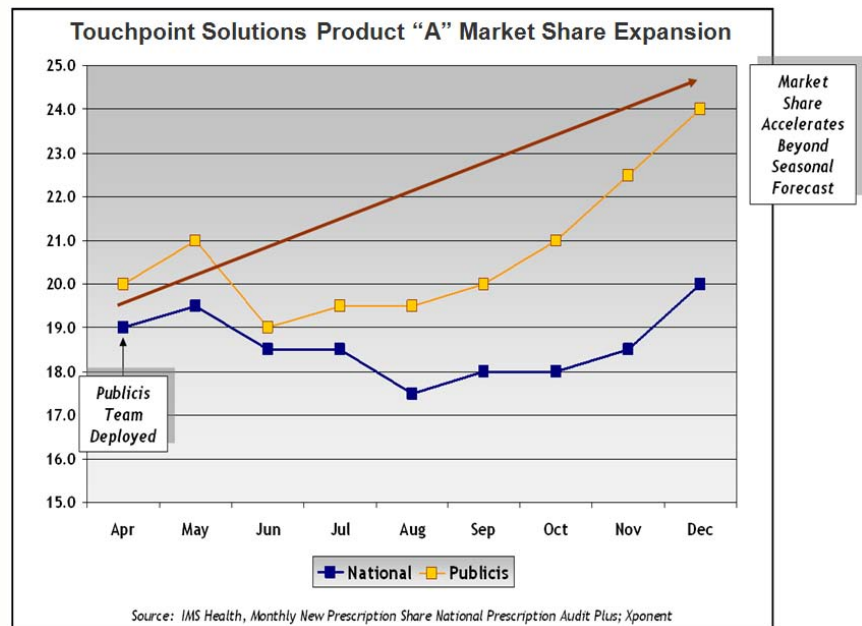
Market Challenges:

- Critical needs for all brands in portfolio included stabilizing accelerated share erosion following generic introductions, expanding share-of-voice (SoV), and rebuilding market share value
- Two new competitive product launches heightened need for product differentiation and exquisite delivery of brands' value proposition

The Touchpoint Selling Solution:

- Recruited sales team using *Predictive Index Analysis*® to select for results, focus, motivational and cultural fit, and challenge resolution
- Hired and trained experienced 300+ person Touchpoint Solutions flex-time sales team (with 22 sales managers) in an aggressive 6-week time frame while still delivering highest quality team
- Enhanced client's training program with two customized Home Study modules to meet the unique needs of flex-time representatives
- Worked closely with client to seamlessly align with client's existing sales team, training structure, processes, and culture

Touchpoint Solutions Team Delivers Portfolio Success in Competitive Market



Sales Results:

- Publicis Touchpoint Solutions flex-time sales team accelerated Product "A" market share beyond client's seasonal forecast for brand, while stabilizing and strengthening Product "B" market share
- Touchpoint Solutions flex team achieved 101.5% of goal attainment

Other Results:

Based on the strong first year sales results Touchpoint Solutions team achieved:

- Client elevated the team's physician audience to include higher decile physician targets and specialists (allergists, pulmonologists, and pediatricians)
- Client added additional brand to reminder position to drive incremental revenue for this mature product

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