

Testing a Field Sales Surge Strategy in Key MSAs

Case Study #01P-012-SUR

Client/Product:

Top-10 biopharma company launching major new neuroscience product

Objectives

- Test the effectiveness of a *surge sales team* strategy in key markets
- Enhance brand adoption and build market share in increasingly crowded and competitive primary care and specialty markets

Market Challenges:

- Critical need for early launch success in \$11 billion highly competitive market
- Preserve company's dominance in overall class market share through differentiation and exquisite delivery of brand messages

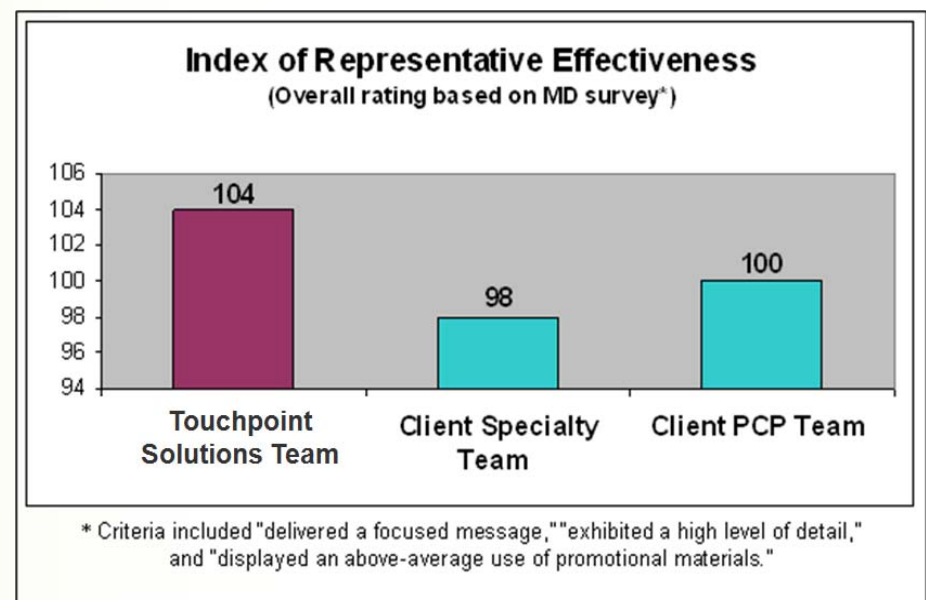
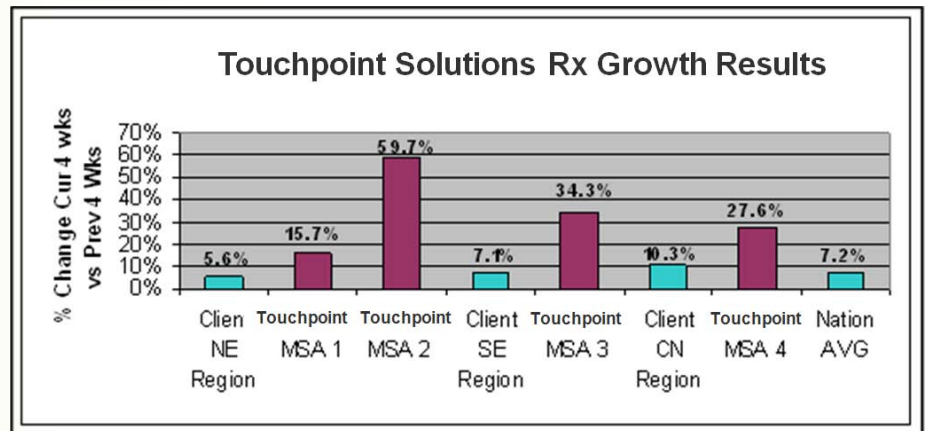
The Touchpoint Selling Solution:

- Trained and deployed an experienced, motivated 40-person Touchpoint Solutions sales team in an aggressive 4-week time frame, while delivering the highest quality team results
- 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

Sales Results:

- Publicis Touchpoint Solutions surge team's territory market share growth exceeded growth in client-only territories for this key launch brand
- Physician survey confirmed surge team effectiveness in key areas: focused message, high level of detail, and high use of promotional materials

Touchpoint Solutions Surge Team Delivers Launch Success in Competitive Market



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