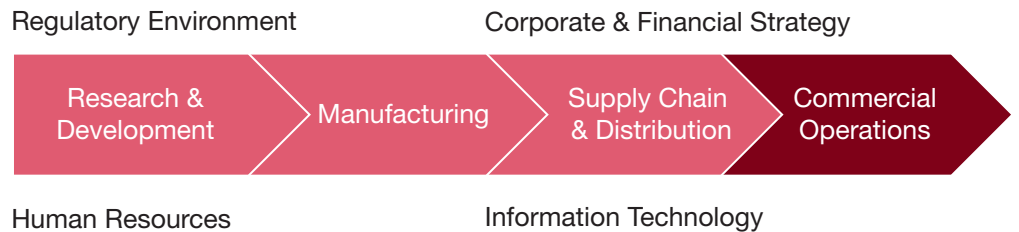


Is your organisation's sales and marketing model sustainable?

Sales & Marketing Services



Benefits

- Innovative sales processes resulting in sales excellence
- Transition from sales representatives to key account managers
- Centralised Marketing services
- Rationalised trade spending
- Optimised pricing execution

In the current environment of poor product pipelines and broader customer bases, the traditional sales & marketing model of driving revenue with ever larger sales forces is no longer sustainable. Instead, organisations need to evolve to become more efficient and deliver differentiated effective messages tailored to the specific needs of diverse customer segments including patients, insurers, governments and physicians.

The success pharmaceutical companies will have in making 'big ticket' sales will depend on their ability to:

Differentiate their medicines from those of their competitors

Demonstrate value for money

Contribute to the overall improvement of human health

Many companies will therefore be seeking to enhance their service offerings by funding the provision of services like compliance monitoring, home delivery and disease management.

How can PwC can help you?

Together we can work on targeting sales and marketing resources more closely to the customers' needs in order to help maximise the return on investment.

Develop sustainable growth models

Develop the sales model and prioritise, measure and address sales effectiveness drivers

Assess alternative business sales & marketing models

Improve the division of roles between companies' headquarters and their local marketing companies

Identify the sources of revenue and ensure target levels of ROI are met, and vendor costs controlled

Assess your sales & marketing policies

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Proven experience

Client issue

A pharmaceutical company suffered from a unstructured sales organisation where each person had been developing a sales & marketing method without a company-wide strategy. Furthermore, the processes for contracting and interacting with healthcare professionals were not effectively monitored and improvement was required on compliance with the Deontological Code on Interaction with healthcare professionals.

PwC solution

PwC assisted with re-defining the sales strategy and quantitative goals. Account plans were created in order to improve process management and a monitoring methodology was deployed. After a pilot trial for 2 offices, the sales & marketing system was deployed nationwide. This was combined with compliance assessments on the Deontological interaction with healthcare professionals. A detailed review was done of all related documentation (conferences, samples, expenses, contracts, etc.) and a related improvement report was drafted. Finally, by means of workshops, trainings were provided to guarantee sustainable compliance operations.

Benefits

The client successfully transformed from an ad-hoc sales organisation to structured account management and account budgeting, in line with the overall marketing strategy focused on customers and products. Stronger legal and regulatory compliance was achieved through increased controls over field sales operations.

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Global Pharmaceutical and Life Sciences Industry Group

The Global Pharmaceutical and Life Sciences Industry Group at PwC is dedicated to delivering effective solutions to the complex business challenges facing pharmaceutical and life sciences companies. A global leader in serving the pharmaceutical and life sciences industry PwC has extensive experience working with companies on industry-specific strategic, operational, and financial issues. Our expertise includes assurance, tax and advisory services, as well as specialised capabilities in regulatory compliance, risk management, performance improvement and transaction support. In helping our clients, we draw on the full knowledge and skills of PwC's professionals. More than 161,000 people in 154 countries connect their thinking, experience and solutions to build public trust and enhance value for clients and their stakeholders.