

CLIENT

Generic Pharmaceutical Manufacturer

SOLUTION AREA



Field Sales Optimization

Increased sales effectiveness means stickier sales



> CHALLENGE

Sales professionals at a large generic pharmaceutical manufacturer had limited access to channel data, with little insight into product stocking information and territory performance.

Understanding customer buying patterns and uncovering new opportunities were critical to both sales leadership and field personnel. Without insight into current channel performance information, potential revenue could be left untapped and customer needs may not be effectively served.

> SOLUTION

ValueTrak Sales Professional was the ideal remedy for field visibility issues, providing reps with on-the-spot reports.

In addition to remote access to stocking and performance data for outlets, field personnel can leverage geo-location search functionality to shape territory prioritization and proactively fine-tune sales tactics to match a customer's current situation in advance of a meeting.

> RESULT

Account executives maximize their time in the field, using ValueTrak Sales Professional to identify top prospects, provide stocking information to physicians, discuss stocking strategies with pharmacies and plan effective follow-up meetings.

BACKGROUND

300+ account managers, equipped with Apple iPads

Sales lacked timely access to channel data

Time in field visiting customers was not optimized

Full ValueTrak platform too robust for on-the-fly field needs

Efficiency Sparks Effectiveness

The 300+ strong sales organization for a leading manufacturer of generic pharmaceuticals in North America faced a common problem: lack of information. Account managers had become reliant upon other departments to deliver channel performance data, often – a resource drain for the departments preparing reports and a timeliness issue for sales.

Sales leadership knew their team needed immediate access to performance data in near real-time to optimize their reps' time in the field, manage visits to the most optimal prospects, develop on-the-spot stocking strategies and help physicians locate their products quickly.

Anywhere/Anytime Access

ValueTrak Sales Professional offered the perfect solution for the company's time-pressed, quota-driven sales organization. Purpose-built for field use, ValueTrak Sales Professional is a streamlined version of ValueCentric's award-winning ValueTrak platform that provides the most relevant channel reports most desired by account managers. Data is generated on-demand, without need to rely upon other departments for analysis assistance.

GPS-enabled, ValueTrak Sales Professional links field sales professionals to top opportunities by detecting nearby outlets. Determining product availability at various locations nearby allows sales to identify and contact channel partners that are in need of stocking assistance or product-related consultative assistance.

Know More, Sell Better

As a result of empowering field professionals with ValueTrak Sales Professional, the company saw an increase in efficiency that led to stronger sales, better use of time and satisfied customers. Sales reps are able to locate and even print active product stock while meeting with physicians, allowing healthcare providers to connect their patients to much needed products without the frustrating efforts of visiting multiple pharmacies.

Having relevant, timely information has transformed sales efforts for both the account managers and company executives. It has facilitated in the effort to maximize resources, build rapport with time-pressed customers and expand product sales attachment.



ValueTrak Sales Professional works on all major mobile operating platforms, including Apple iOS, Google Android and RIM Blackberry

ABOUT VALUECENTRIC

As the leader in connected healthcare intelligence, ValueCentric's mission is to provide unprecedented market insights and to enhance business relationships through shared actionable information.

Over 200 marquee customers from across the healthcare spectrum, including AstraZeneca and Johnson & Johnson, trust ValueCentric.

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