

Facing Competition for First Time

Background

Large pharmaceutical organization

- Very tenured sales force, experienced in selling product

Issues Affecting Success

- Sales force unaccustomed to competition. Sold only one product and it had a monopoly as it was the only one approved for treating this disease.
- In its eighth year of promotion, faced new competition claiming their product was faster to use and more effective due to head-to-head studies
- Competition was generating lots of attention and noise in marketplace
- Access to customers became challenging
- Sales representatives experienced message fatigue and complacency

Delta Point's Solution

- Message needed to change to become meaningful and impactful
- Partnered with various stakeholders...
 - *Sales agency.* Worked with them to adjust messaging and choose words that would resonant with customers and make a difference
 - *Marketing.* Developed strategy to improve objection handling and turn them into selling opportunities
 - *Training and Sales.* Designed how to improve selling effectiveness through targeted training
 - Convinced the sales forces that tweaking their words would make a difference in how customers reacted
 - Provided training on targeted skills
 - *Sales leadership.* Designed and delivered training on how to improve their coaching.

Results

- Created messaging that incorporated clinical aspects as well as unbranded services
 - Messaging made an impact and resonated with customers
- Sales stabilized and the business began to grow
- Delta Point became their strategic partner for 3 years and helped to launch a new product

To respect our client's confidentiality, we do not refer to client names but describe the type of organization. Individual clients are available to provide references and/or testimonials once we have vetted the request from potential customers.