

Flat Sales in First Year of Product Promotion

Background

Large pharmaceutical organization

- Flat sales of \$250 million after launch
- Tenured sales force but had little experience in this disease state
- Product dosed less frequently than competition

Issues Affecting Success

- Two products dominated field and were wildly successful
- Existing products had more indications
- No head-to-head studies so unable to make comparisons

Delta Point's Solution

- Sales force needed more compelling way to differentiate brand while building on brand strategy and positioning
- Partnered with marketing and training to develop ways to differentiate the brand
 - Strategized how to make the dosing/convenience really meaningful
- Partnered with marketing to improve objection handling of top 3-4 objections
- Partnered with sales leadership to improve coaching selling in the field in real time

Results

- Product began to grow. Reached over \$8 billion in sales
- Delta Point became their strategic partner for 4 years with this brand—and worked with 4 other brands within this organization

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.