

Facing Stiff Competition—Launching Second to Market Product

Issues Affecting Success

- Big pharma was preparing to launch second to market product (combination therapy for hepatitis C)
- Competition had been in the market for 2 years
- Competition had developed extraordinary relationships with key thought leaders and customers (healthcare professionals)

Delta Point's Solution

- Involvement from pre-launch to post-launch
- Extensive preparation focusing on:
 - Selling approaches and philosophies
 - Thinking Like the Customer
 - Why would the healthcare provider want to switch what they are currently using?
 - Relationship Edge®
 - How to develop meaningful business relationships
 - Developed pre-approval disease state messaging
 - Coordinated alignment of marketing, sales, and sales training emphasizing consistent product story
- Sales messaging project
 - Identified specific patient types
 - Created sales messaging workshops using real-world examples and provided training on the following sales skills:
 - Opening
 - Questioning
 - Handling objections
 - Closing
- Post-launch meeting
 - Ongoing Train-the-Trainer conference calls with sales managers

Results

- Successful launch! In a challenging market, attained 50% market share after the first year of product launch.