



Empowering smart, adaptive sales

CHALLENGE

A major pharmaceutical company wanted to gain market share in one of its product lines, but a fragmented data landscape limited its visibility into market dynamics. With no easy way to collect field data and improve their strategies, the sales force needed a technological edge to stay ahead of competition.

SOLUTION

Segmentation analysis to identify growth opportunities

With dozens of integrated datasets from internal and external sources, sales managers identify providers, patients, and regions with growth potential. For example, a sales manager can prioritize targeting high-volume prescribers of an adjacent product segment.

Bite-sized, actionable insights for sales reps

Insights based on the segmentation analysis are pushed to reps so they can use the most effective strategies to grow revenue.

Sales activity monitoring

Managers now have access to deep market dynamics across accounts, allowing them to test new approaches and implement portfolio strategies such as providing volume discounts.

IMPACT

- The entire organization – from leadership to field representatives – has visibility into an ever-changing market landscape.
- The sales organization has surfaced hundreds of new opportunities to gain market share.