

# Increasing Revenue in Vacant Territories

## THE OBJECTIVE :

### Increase Revenue and Sales Coverage in Declining Markets Due to Geographic Challenges at a Lower Cost of Sales

One of the nation's premier biopharmaceutical companies was in need of a geographically enhanced sales coverage strategy to increase access with healthcare professionals. In order to drive a leaner, smarter and reorganized sales force, the company downsized their field sales team in an effort to increase focus on high-prescribing offices. The field sales force reduction resulted in larger geographies, leading to gaps in coverage and increasing the risk of lost business.

The field sales force's drug was coming off patent with a declining lifecycle and was experiencing an 8% market decrease nationally. After partnering with West, a sales and prescribing behavior analysis revealed the company's drug was experiencing an even larger decrease overall of 10%. Further analysis indicated accounts 50 or more miles away from the field representative's hub were experiencing a 19% decline.

The biopharmaceutical company needed a solution that would increase the sales coverage to prescribers in areas outside of the field representative's 50 mile range while delivering a lower cost of sales.

## THE WEST REVENUE GENERATION SOLUTION :

### Customized Team Sell Model

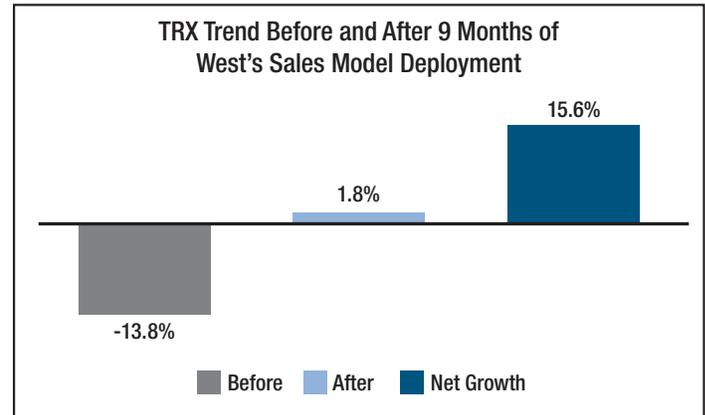
In order to ensure complete coverage of the client's gaps in coverage and vacant and underpenetrated geographies West designed a customized sales strategy and call coverage plan. Accompanying the sales design development West segmented the client's accounts based on historical prescribing behavior and patient population profiles to drive optimal call frequency. After thorough segmentation, actionable analytics were established to customize and target prescribers in ways that best addressed the prescriber's needs and preferences. By utilizing the sales methodology, sell the office and West's sales tool kit to optimize call coverage, the customized team sell model immediately began to mitigate disruption in prescribing accounts.

## THE RESULTS :

### Outperforming the Market

West's dedicated team of inside sales associates completed a training module including the biopharmaceutical company's brand course and West's customized sales preparation development. Armed with the identical sales curriculum required by the client for their field force West's inside sales associates became a seamless extension of the company's field sales team; detailing high value accounts which are 50 or more miles away from the field representative's hub along with white space territories.

The customized team sell model effectively mitigated losses in areas negatively impacted by the sales force reduction, proving a highly profitable sales tactic. The accounts covered by West's team sell associates experienced a revenue increase of 15.6%.



<http://www.west.com/revenuegeneration/who/healthcare.asp>



For more information, call **800-841-9000**