

Optimising Sales Aid Effectiveness



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The business challenge.

A pharmaceutical company sought to assess the effectiveness of the sales aid they were using for their biosimilar product, in order to maximise engagement with health care professionals and increase sales in an increasingly competitive market.

2

Our approach.

Our multi-stakeholder approach allowed the client to establish how effective the sales materials were perceived by all of their different target customers.

With each customer we carried out an in-depth interview in a central location facility. This method enabled us to also invite sales reps to run through the materials with respondents as they would in the field. Ultimately this meant we could get as close as possible to real-life in the research setting.



3

The outcome.

Insight from these interviews allowed the client to streamline their sales aid and deliver their key messages in a more succinct and impactful manner. Our suggestions included areas that should be emphasised going forward, as well as additional content that could be included to further strengthen their sale.