



World's Largest Biotechnology Company

CASE STUDY

“By dedicating a number of highly experienced healthcare agents exclusively to our client’s program, we were able to develop strong relationships with the pharmacy directors which led to significant growth in market share for their products. In addition, our ability to conduct customized web conferences with the directors at their convenience was critical to the overall success of the program.”

- *Director of Operations*
West Business Services

OBJECTIVE: Increase Sales and Product Usage

One of the world's largest biotechnology companies was searching for a way to increase sales and usage in hospitals. With the development and sale of a new pharmaceutical product, the company discovered they had gaps in sales coverage and did not have the necessary resources to reach their target hospital market. They wanted to find a business-to-business provider that could create an innovative inside sales force to increase product use and market share in the hospital setting.

The company realized the crucial role their relationship with medical professionals had in their overall success and needed a partner who had a commitment to building strong relationships and enhance product presence. After evaluating several options, the company chose West Business Services based on their sales capabilities, expertise in the healthcare industry and overall ability to become a successful extension of the biotechnology company.

THE WEST BUSINESS SERVICES SOLUTION: Customized Sales Solution

In 2004, West Business Services launched a sales strategy for one of the company's major pharmaceutical products. West Business Services worked with the company to develop a Hospital Inside Sales (HIS) program, which was supported by several experienced healthcare sales associates to exclusively represent the company and manage their sales strategy to targeted segments.

These agents underwent weeks of training on the company's culture, program and product as well as participated in a series of classes to further their knowledge of the medical field and the specific pharmaceutical product offered. The program had an extensive commitment to quality and execution, which included a coaching process conducted by the sales manager on a daily basis to ensure each sales call was properly executed.

West Business Services' sales associates were responsible for identifying and making contact with pharmacy directors and handling the entire sales process, from researching the account before the initial call to providing post-sale support to the customer. The sales professionals played a vital role in producing successful contacts with medical professionals that provided insightful customer data, enabling the sales associates to move the prospect further along in the sales cycle.



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A key component of the West sales solution was the use of a web conferencing tool called Conference Place, which was provided by Intercall, one of the largest conferencing service providers and a West Corporation subsidiary. With Conference Place, West Business Services could give secure, reliable sales presentations to pharmacy directors at their convenience and at a lower cost versus field sales.

After the sales presentation, sales associates documented information obtained during previous sales contacts and conducted a post-call analysis to verify if the expectations of the customer were exceeded as well as answer any remaining product questions. The final step in the HIS program was to obtain verbal commitment from the customer, along with providing continuous follow-up to ensure the oral product commitment led to a product conversion and in turn, more incremental revenue.

THE RESULTS : Increased Market Share and Product Commitments

Through West Business Services' Hospital Inside Sales program, the company more than doubled its market share from a pre-program share of six percent to nearly 15% at the end of the program's first quarter, which equated to incremental sales growth of over \$4 million. In addition, by eliminating the costs associated with field sales representatives and utilizing the inside sales associate model, West Business Services helped the company achieve an estimated \$7 million in annualized savings.

The ability of the West Business Services' sales associates to manage targeted accounts before, during and after the sale was essential in maintaining and growing the company's customer base and helped the company reach its goal of increasing product sales and overall usage among hospitals.

Pre-program product purchases compared to first quarter figures, demonstrated that the inside sales force produced a 54% growth on the entire program account base, which exceeded the company's expectations. The innovative technology and convenience of web conferencing was well received by the hospital Pharmacy Directors and 78% of scheduled web conferences lead to actual sales negotiations or presentations.

As the success of the program grows, the company is expanding the inside sales team to include additional sales associates to cover a majority of the product's sales.

WEST BUSINESS SERVICES :

A Premier Provider of Business-to-Business Contact Solutions

West Business Services is the nation's premier provider of outsourced business-to-business solutions that help companies derive greater value from their business relationships. Our unique approach combines extensive experience and superior operational methods with advanced technology to help companies dramatically increase sales, improve customer relationships and enhance product presence. As an affiliate of West Corporation, West Business Services is a financially strong partner that is focused on delivering results-driven solutions that help businesses grow.



For more information about West Business Services, call:

888-873-6000

or visit us at westbusinessservices.com