

Increased Revenue Year on Year & ROI

Key Facts

- Global Pharmaceutical business selling an expensive oncology drug for the treatment of terminally ill patients
- UK sales performance deteriorating compared to the other International Teams
- In the UK, NICE (the National Institute for Clinical Excellence) was questioning the health economics of the drug for end of life treatment which was causing unique sales challenges for the Company
- In addition, the Commercial Directors' extensive evaluation of 'In Call Performance' indicated high levels of technical information being provided to customers but low levels of 'closing' and commercial return being demonstrated

Results

- Individual and team results monitored for 20 months; 10 months pre and 10 months post the ReMap Programme
- **Increased Sales growth of 25% year on year**
- **Sales Revenue pre ReMaP = £5,252,941**
- **Sales Revenue post ReMaP = £6,570,747**
- **Increased Sales Revenue = £1,317,806**
- **85% of the sales team showed increased sales results following the ReMap Programme**
- **For every £1 invested in the ReMap Programme, the business received over £300 back in additional revenue**

Following this initiative, the Commercial Director included the ReMap Profiling as an integral part of his formal Recruitment Process.



ReMap
Limited

...Recruiting & Developing Sales People since 2000.

info@remap.co.uk
www.remap.co.uk
01604 784444

Third Party Statistical Analysis by
Behavioural Sciences Research Press, Inc.

Download The Detailed version of this Case Study At www.remap.co.uk/case_studies.aspx

2 Year Analysis Proving Sustained Growth & ROI

Key Facts

- Specialist Global Pharmaceutical business selling niche drugs across Europe
- UK Divisional sales performance was lowest of all European teams. Sales productivity down and sales growth stood at **-6%** year on year
- Staff turnover at an all time high of **55%** making internal and external recruitment extremely difficult
- Evaluation of team had shown excellent product knowledge and acceptable activity levels
- Managers' observations revealed that 'In Call' there was much talking and some information/data transfer, but unfortunately very little selling

Results

- Individual and team results monitored for 12 months before and after ReMap Programme
- **Sustained Divisional sales growth: +32% (8 months) and +43% (12 months)**
- **Average Individual sales increased by +23% (average of £17,502 per month)**
- Managers' observations reported immediate behavioural improvements in the team's sales approach. In particular in the winning of 'new business'; overall productivity; activity rates; access to 'difficult' customers, and the quality of in call assertiveness
- UK Division became **Number 1 'Sales versus Plan'** within the Global business
- Top Sales Representatives and Managers were recruited into the unit due to its positive sales culture and commercial success (including from major competitors)

Sales Director: "As well as the course having a fantastic impact on the sales team members, I believe it has also had an impact on me. The ReMap experience has made me more confident as a Director and happier than ever to actually sell."

