

Client

TEVA are the leading UK manufacturers and suppliers of generic pharmaceuticals. They are part of a global company headquarter in Israel.

They operate within all sectors of the UK pharmaceuticals market. The commercial team manages direct relationships with:- Independents, dispensing doctors, regional, national chains, the NHS and PCT's.

The Brief

Develop the generics field sales team into a world class sales force.

What we did

Worked with a sample group, interviewed the management team and undertook a document review to establish the needs.

Developed a bespoke programme that covered a blend of process and skills:-

- Consultative selling
- Deal based selling
- New business development
- Segmentation and territory development
- Presentation and Persuasion
- Customer Relationship Management
- People management

How:-

All of the above were delivered through highly interactive and participative workshops. We use intention, reality and effect as measures and a call to action. These workshops were either on a national level or within the regional meeting structure.

Work with's were undertaken periodically to audit the programmes effectiveness. Regular reviews were undertaken with the management team to fine tune the programme against changing business needs.

Each workshop resulted in agreed change outputs/learning tasks and an 'aide memoire' that the delegates can carry in their computer bags.

The result

Over an 18 month period TEVA have grown their market share to 27% from 20%, the rest of the generics Industry only rose 3.3% in this same period.

The TEVA customers 'Partners' scheme has shown that their customers are more loyal tied to TEVA and produce between 70 and 80% compliance when tied to the partners programme.

They have grown their 'ULTIMATE' acc base spending over £2k or over by 38%

They have grown their 'Ultimate' acc base buying over 100 lines per month by 36%

They have grown their Partners acc base buying over £2k by over 50%

They have grown their Partners acc base buying over 100 lines per month by 48%

TEVA's buying groups are performing superbly - 85% buy over £1k per month and 50 lines per month.

Staff retention - in the last 18 months they have not lost a member of the Field sales staff to resignation except 1 to emigration.

They have successfully launched 34 new products this year.

They have changed their trading name to TEVA.

They have launched a new Livery for the complete 480 lines in our range.

They held their first TEVA Customer conference for over 100 Pharmacists.

They have also won several awards this year - "BEST GENERICS COMPANY" and "NEW PRODUCT LAUNCH".

They have the best New Product pipeline in the Industry.

They recently acquired a very strong competitor (IVAX)

They launched and embedded stage one of a new CRM software programme to enhance customer experience and customer management.

What next

We continue to work closely with TEVA on the next level of development. They are clear that their people are their competitive advantage.