

# No More Reps, Yet!

## Leverage First

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In Canada and the U.S., there has been a substantial increase in the number of sales representatives. The growth has been far greater than that of the physician audience. In the U.S., ACNielsen HCI has measured the average ROI for detailing and found it has decreased 34% since 1996 (Figure 1).

You may ask, “Are there other, better investments to make before adding more reps?”


Leveraging is not a new idea. Using inexpensive and efficient reminders (*e.g.*, ads, direct mail, and patient record forms) linked by visual cues (*e.g.*, branding) to reinforce the message delivered by the expensive and more powerful media—such as representatives—can be very effective.

How much leveraging is enough? How will I know my campaign is adequately leveraged? These questions have usually gone unanswered due to weak planning, poor measurement tools, and erratic implementation.

Three to four days from now, you will remember only 65% of what you read here. How much will your customer remember?

Our next column will demonstrate how leveraging, if well-implemented, can improve ROI by 43%.

For more information on validated tools to measure campaign performance and a systematic approach to tactical planning, contact Graham Davies of Davies Strategic Solutions Inc. at (416) 467-7005 or by e-mailing [g@davies-strategic.com](mailto:g@davies-strategic.com). More information can be found at [www.davies-strategic.com](http://www.davies-strategic.com).

*This new column will focus on optimizing sales and marketing effectiveness. It draws not only on my experience, but that from other sources. Also, the column will often be supported by findings from research conducted by Marshall Paul of ACNielsen HCI, a leader in pharmaceutical promotion research since 1986.* 

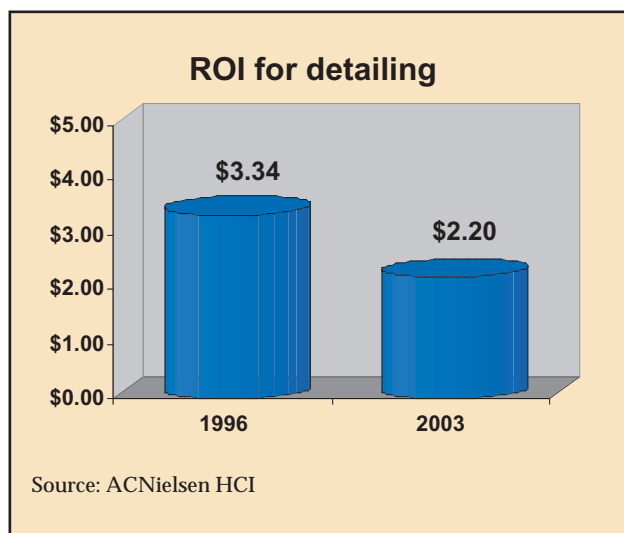


Figure 1. ROI for detailing.