



Marketing and Sales: Are They *Really* Rowing in the Same Direction?

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The next round of sales and marketing management meetings are coming soon. Four months into the year, prescriptions are trending lower than you had projected. Yet, the Brand was on

budget *until* upper management bumped up your sales forecast. Would you feel more confident if you knew that marketing and sales were *really* “rowing in the same direction?”

The foundation of a successful campaign is a compelling message. The sales force is often the major vehicle in many pharmaceutical campaigns used to communicate that message. Few vehicles can beat the power of a sales representative with his two feet in front of the doctor. Research has shown that detailing increases message relevance and credibility (Table 1).

The use of a branded sales aid connects marketing’s support promotion (e.g., journal ads, web site pop-ups, direct mail, etc.) to the detail. This assumes that all promotion share the same primary message as well as have common visual elements. Marketing’s support promotion efficiently uses reach and frequency to brand the product with its message. In addition, it increases sales force ROI by leveraging detailing at a fraction of the expense.

Marketing and Sales management are most efficient when they are working

well together. Seldom can either group do it alone. Representatives detailing with a sales aid closely aligned with the support promotion can be more than twice as efficient in getting the brand’s intended message across, compared to detailing alone (Figure 1).

Table 1. Message Believability

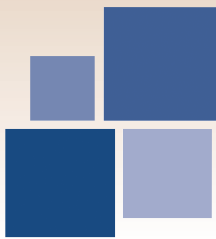
Promotional **message believability** and **message relevance** increase among physicians who have been detailed.

	Detailed	Not Detailed
Message believability	77%	53%
Message relevance	79%	62%

Source: ACNielsen HCI

When sales and marketing are “rowing well together”:

- The power of detailing drives retention and builds relevance and credibility of the brand’s single message.
- Both sales and marketing are focused on a single message and together can penetrate the market, despite high competitive noise levels.
- Selling tools and support promotion share common visual elements and feature a common message.



Optimizing Sales & Marketing Efficiency

- Frequent use of the selling tool ties support promotion to the sales call so that seeing the support promotion reminds the doctor of the detailed product.

CPM

For more information on measurement tools which demonstrate how efficiently support promotion and sales force activity work together to increase message performance and change your prescribers' intentions, contact Graham Davies at: (416) 467-7005 or g@davies-strategic.com.

More information is available at www.davies-strategic.com.

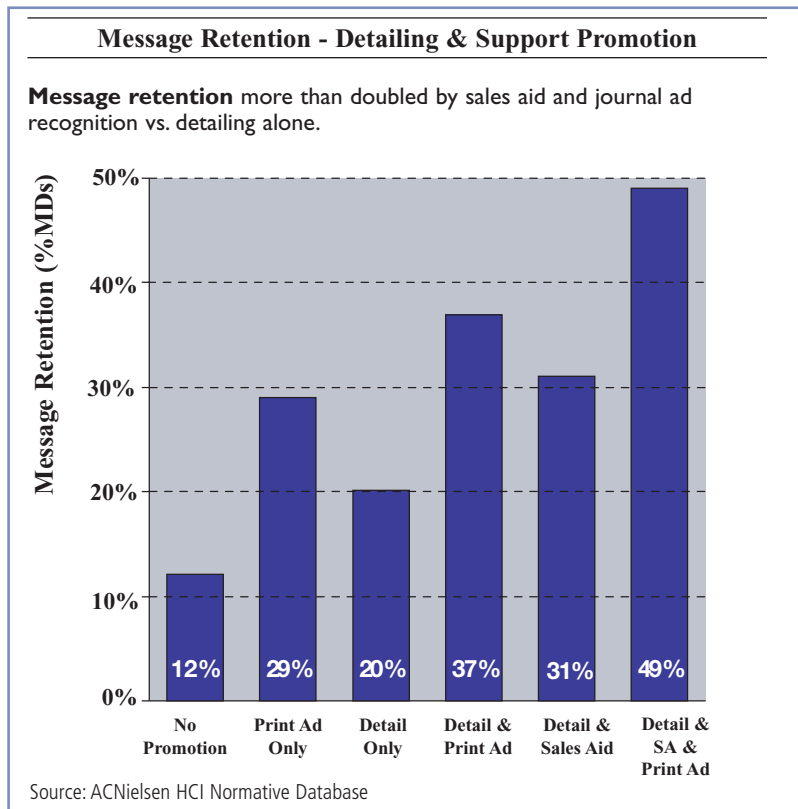


Figure 1. Individual and combined impact of detailing and journal advertising on intended message retention.

Appointment

Kirsten Knott, Director of Pangaea Trade & Logistics Inc.



Kirsten Knott

Joseph Knott, CEO of the Pangaea Group of Companies, is pleased to announce that Kristen Knott has been appointed Director of Pangaea Trade & Logistics Inc.

Kristen began her career in Key Account Management (which included consumer and healthcare brands, within the consumer packaged goods industry) with Bathurst Sales. For the past five years, Kristen has focused on her leadership and sales skills with IBM Corporation. As Director of Pangaea Trade & Logistics, Kristen will be concentrating her efforts on existing clients and expanding the divisions' offerings.

Pangaea Trade & Logistics offers Trade Relations, Trade Marketing and Logistics Consulting to Pharmaceutical / Biotech companies in Canada. The group includes two experienced pharmacists as well as seasoned industry executives.

