



## How Do You Decide?

Graham Davies, Davies Strategic Solutions Inc.



short time ago you were in front of the sales force pitching your campaign for 2006. Now you're anxiously waiting for January scripts to be reported.

How will you know the money you're committing to sales-force time and supporting promotion is really working? How would you know what to change?

One pharmaceutical marketing research manager described how they do some ad testing and separately track their message performance. Periodically they purchase some day-after-recall data from a biannual panel to learn what the sales force is doing. They might also buy specialized prescription analyses. Now, it is a matter of how well they can put all the pieces together to see if their campaign was performing and why.

Sound familiar?

Could you readily and confidently answer these questions?

- What is my brand's intended message? Is it being retained?
- Is the sales force delivering this message and with sufficient frequency?
- How effectively does the support promotion leverage the sales force effort?
- Are we successfully changing perceptions of my brand?
- Are we out performing our competition?
- Could I do this a lot easier using a proven, integrated approach?

When you finally get that script report, how will you explain why you are (or are not) doing well? Do you stay the course? Perhaps only tweak the campaign, but how? Make wholesale changes?

What if you stop doing what is really working? With two of the twelve months already gone, how much longer can you afford to wait to get it right? How will you justify the changes?

Campaign Tracking System answers these questions and clearly indicates which activities should be continued, modified or stopped, and why? **CPM**

For more information on the best tools to measure performance and a systematic approach to tactical planning contact Graham Davies at 416-467-7005 or [g@davies-strategic.com](mailto:g@davies-strategic.com). For more information, please visit at [www.davies-strategic.com](http://www.davies-strategic.com).

*This column focuses on optimizing sales and marketing effectiveness. It draws not only on my experience, but from other sources as well. 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.*