



BONUS DOLLARS LEFT UNCLAIMED?

Graham Davies, Davies Strategic Solutions Inc.



According to US research by ACNielsen HCI, only about one-third of detailed doctors recognize the average brand's sales aid. This is a startling statistic for some and for others, a disappointing reality.

And yet we know that sales aid recognition doubles intended message retention and triples campaign performance. Brands that can surpass this recognition statistic have the opportunity to accelerate their brand's growth.

Sales aid recognition

Sales aid recognition is paramount to linking the sales force's message to the overall marketing campaign. The sales aid becomes the visual cue that is associated with the sales rep's message. The sales rep worked hard to get into the doctor's inner sanctum and to deliver the message. He or she:

- establishes the message's relevance
- associates the brand with the message and
- demonstrates the credibility of the brand's promise.

Assuming the message is unique and more relevant and credible than the competition's message, the brand has the opportunity to move ahead.

Marketer's role

It is then the marketer's job to link their support promotion to the rep's detail with the sales aid. The campaign needs sufficient exposures to be sure the brand's message is remembered when the physician has the next opportunity to prescribe your brand.

Recognition of the sales aid is paramount. The rep has to pull it out, even if it is only to show the front page with the predominant image and key message. Failure to use a sales

aid or failure to give the reps a useable sales aid means that the support promotion can't help to remind the doctor of the rep's message. That means lower sales and less bonus.

Tools for your sales force

Help your sales force to maximize their bonus. Give them the tools to do the job and the training to match. Support them with a campaign that has the same visual and message as the sales aid. Fund the campaign to a level sufficient to get noticed. Monitor their efforts with a validated instrument that can give you the entire picture. Be prepared to make changes when they are indicated. Be confident that you are making the right changes. Make them heroes and they will do the same for you.

Leveraging the brand

What I have described here is leveraging, supporting the more powerful and expensive sales force with the more economical and efficient reminder exposures. Canadian research shows that regular detailing vs. no promotion increases message retention amongst product users from 25% to 36%, an increase of 11 percentage points. Support promotion, at 1/100 of the cost per exposure, can add another 15 points. In Canada, only two brands in 20 brands are effectively leveraging.

Today, few brands can say they are adequately resourced with sales force effort or promotional budget. Can you afford not to help your sales force be more successful? If you do not measure, you cannot manage. **CPM**

For more information about how to get more out of your promotional mix, please contact Graham Davies at (416) 467-7005 or at g@davies-strategic.com.