

Created country-wide strategy to excel in the US\$ 4.7 billion cardiovascular drug market

BUSINESS CASE

Organization Trends:

- The sales went through a steep growth over the last 2 years, while in the current year have saturated
- There was a need to relook at the overall sales strategies to excel in the US\$ 4.7 billion cardiovascular drug market in the country

Competition Trends:

- The competition within the generics industry has increased manifold and led to a price war, thus decreasing profitability

CHALLENGE

What is the Challenge

- Teams unable to meet their sales targets
- Variability in sales across regions

Where is the Challenge

- In Sales across regions in India

IMPACT

What is the impact

- The topline and bottom-line of the organization did not have a visible year-on-year growth
- Lack of motivation among sales teams leading to higher attrition

TARGET

What is the Target

- Improve the sales forecasting accuracy by at least 5%
- Improve the overall market share by at least 5%
- Improve sales in average markets by at least 15%
- Improve sales in high performing markets by at least 5%
- Decrease variation in sales across markets by at least 5%

OUTCOMES

Improved Profits

- The market share of the company was improved by 11%
- Overall sales of the organization were improved by 18%
- Sales in average markets increased by 22%
- Sales in high performing markets increased by 9%
- Sales forecasting accuracy was improved by 11%

Employee Engagement and Satisfaction

- Teams were coached and empowered using strategic sales techniques to achieve their targets, leading to higher incentives and employee satisfaction

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