



Best Sales Effectiveness Research

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JUDGES' COMMENTS ABOUT THE 3 SHORT-LISTED ENTRIES

Battle of the Brands

UCB/Adelphi Research UK

A well-written entry designed to establish an optimal call approach for two brands with similar indications. The research utilised different methodologies to overturn previously held company views and provide a flexible approach according to physician segmentation and behaviour.

Growing Pains

UCB/Insight Research Group

This project used a range of methodologies to challenge a particular product sales approach. The output was to move away from a technical/rationale sell to an emotional patient focussed one, with the result being a dramatic positive impact on the campaign, and a reinvigorated sales line.

Effective Sales Research – Finally Something Sales & Marketing can agree upon

Abbott Laboratories

A thorough well written project which challenged the Company approach to campaign follow up. Involvement of a broad cross functional group delivered an approach which was both impactful and flexible across the product portfolio.

WINNING ENTRY

Effective Sales Research – Finally Something Sales & Marketing can agree upon *Abbott Laboratories*

Executive Summary:

There is acceptance from most Sales and Marketing personnel, both within Abbott and externally that Campaign Follow Ups are becoming less relevant and impactful despite developments over the last ten years.

Abbott conducted an extensive review of the campaign evaluation process over a 1-year period involving all stakeholders in Sales, Marketing and Head Office.

The outcome of the process was a flexible campaign follow up process that can be adapted to different brands, involves sales at all stages of the process and produces results that are impactful and accepted by everyone in the sales and marketing team.

Judges comments about why this entry stood out:

The Abbott entry won because it was a Company transforming project, which incorporated strong involvement across different cross functional groups, and at all levels. The result was a flexible process which was transferable across the promoted portfolio