



Transforming to Adapt to an Evolving Market

Blackdot helps a global pharmaceutical company integrate marketing and sales to more effectively drive growth.



CHALLENGE

Facing the end of the blockbuster patent era, a major pharmaceutical company was entering into a transformational phase to increase specialisation and modify their go-to-market approach. The key challenge was to identify, prioritise, sequence and effectively implement a set of transformational initiatives over a 24-month period.



SOLUTION

Engaged as a transformation partner, Blackdot's benchmarking, consulting and capability solutions helped the company identify and prioritise opportunities, design pragmatic solutions and implement them effectively.

Our consultants conducted benchmarking of the company's sales managers and provided best practice guidelines outlining how pharmaceutical companies can identify and prioritise opportunities to improve sales performance.

Our team then developed an implementation roadmap using a collaborative partnership model to leverage Blackdot's best practices and capability alongside the company's resources to cost-effectively deliver on the transformation agenda.



RESULTS

- Alignment of sales and marketing on opportunity identification and qualification
- Increased cogency of pay-for-performance based incentives
- Alignment of the business around an integrated and effective operating rhythm
- Investment in key sales management disciplines that increase the probability that reps hit targets. This was based on the outcomes of Blackdot's Sales Managers Disciplines Benchmark.