



## Shifting from Mediocrity to Meritocracy

Blackdot helps a leading pharmaceutical company develop a new incentive framework to drive outperformance.



### CHALLENGE

Facing unprecedented industry challenges, including rising generic competition, increased government regulation and reduced access to doctors, a global pharmaceutical company needed to fundamentally overhaul their go-to-market model.



### SOLUTION

By completing Blackdot's '12-4-7' Sales Performance Benchmark across the organisation, our consultants identified a broken sales process – one that high performers routinely ignored. Our team helped the organisation develop and implement a new and improved sales process by leveraging insights gained from assessing high performers. And to ensure benefits of the new process were fully realised, our team also conducted repeat benchmarking to track the progress of new sales initiatives.



### RESULTS

- Dramatic increase of True Believers™\* among top-quartile performers – from 36% to 100%
- 300% increase in doctors' prescribing intention scores (relative to most direct competitor)
- 61% increase in the number and duration of sales calls (over a two-year period)
- Highly improved customer satisfaction rankings, from 13th to 5th, based on core representative performance measures