

Getting a Step Ahead in the Pharmaceutical Business

In the pharmaceutical sector, quality is paramount. Clinical studies are highly regulated and many companies turn to Adamas Consulting to help them. They've been growing steadily for the past 15 years and have established a well-respected presence in USA, Europe and Asia. They're ambitious and want to maintain this momentum despite new entrants into their space.

As pharma specialists with a niche focus they recognised that they would need outside help if they were to have the effective sales and marketing activities to match their ambitions. A partnership with Stephen Hill of the Thames Valley Business Advisors provided direction and assistance to meet this need. One of the outcomes of this exercise was a coherent marketing programme, building and maintaining awareness and actively generating leads through a telemarketing agency.

Once underway and delivering results it quickly became clear that they needed their business development processes to work more efficiently to make the most of the opportunities emerging. Experience with CRM's in the past meant they had a clear understanding of their limitations.

They wanted a fully functional application that had everything they needed (not a toolkit). They had to be able to manage their strong sales pipeline straightaway and had to avoid the risks inherent in segmenting data and managing the quality of contact information; above all they wanted to hold (and record) intelligent, joined-up multi-channel conversations with prospects.

Fortunately Stephen Hill was aware of the Adara Pipeliner through the long-standing relationship between Adara and the UKBA. For Adamas, this seemed to be just what was needed. Within a couple of days the system was set-up, data loaded and telemarketing people making calls using the Pipeliner. It took management a little while to understand the system and become familiar but the ability to easily set up views and understand exactly what was going on made this well worthwhile.

Combined with the comprehensive reporting they soon had their full business pipeline loaded and were able to effectively view and manage sales and marketing on an international basis, for the first time.

The next step was to set up a contact nurturing process using the Pipeliner's integrated e-mailing capabilities to complement the calling. Many tightly segmented initiatives, both relevant and interesting are now easily sent and easily tracked with the activity appearing as one coherent conversation that callers can follow.

The three geographically separate Adamas businesses can now share and take advantage of the content developed and work as a team using the same process but still with their own databases. ■

ADAMAS

Garry Dickinson, the Adamas Business Development Director is delighted: *"We wanted to take our sales and marketing up a level, the Pipeliner has enabled us to do just that."*

From **Stephen Hill's** perspective: *"There's now a sound set of processes in place, the reports show exactly how we're doing, we can now focus on optimising our initiatives and growing the business."*

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