

# Logista

PHARMA



## TELEMARKETING SERVICES

**Logista Pharma** offers its customers a wide range of additional services to pharmacy distribution: *Support Services for Commercial Activity, Call Centre Services and Order Capture, among others.*

Logista Pharma offers services to laboratories, healthcare companies and consumption companies within the pharmacy channel, aimed at supporting and complementing their commercial activity with the pharmacy: **incremental sales consulting services, commercial technological platform, commercial networks, marketing services, telemarketing services, etc.**

## A SERVICE for each NEED

Our telemarketing service offers different solutions suited to our customers' needs:

► For **laboratories that want to approach a higher number of pharmacies**, but do not want to expand their commercial network, we offer **virtual representatives** to perform the commercial activity with the pharmacy by phone.

In this case, the telemarketing service can be carried out by **exclusive managers**, who only offer the products of one laboratory, or by **shared managers**, who offer the products of several laboratories on each call.



- ▶ **Specific campaigns** for the quick and widespread dissemination of the launch of a new product, for example, or when it is necessary to boost sales in a specific area.
    - ▶ National or area-specific **pre-campaigns**.
  - ▶ **Coverage of the activity of on-site laboratory representatives** in the case of holiday or temporary incapacity leave.
    - ▶ Pharmacy **data or information collection** campaigns.
    - ▶ **Telephone support lines** to take calls from the pharmacy to request information or to make orders.
- We meet any needs that our customers may have.**

# 04

## TOOLS

salesforce

To perform the activity, we work with **SalesForce**, a CRM that is fully integrated with our SAP system and that contains the full pharmacy database, allowing the team to record the activities carried out with each pharmacy: **record of visits, qualitative feedback, order recording and data extraction** to draw up reports.

After training the team of managers responsible for carrying out the commercial action, we develop a **sales pitch** to steer the customer towards purchasing the product, providing them with information about its **characteristics and benefits**. We also detect possible objections and define the arguments necessary to refute them.



The representatives assigned to each service receive the support of a **coordinator/supervisor** to resolve any questions they may have. This person also coordinates and supervises the work of the assigned team, **closely monitoring the activity of each representative and drawing up reports for their subsequent review with the laboratory.**



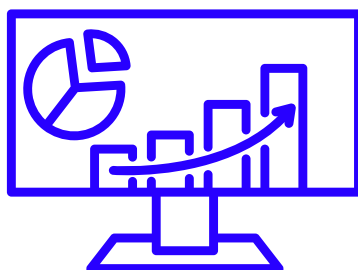
These reports include the possible reasons why the pharmacy has failed to make a purchase for their subsequent **analysis**, helping the laboratory determine whether it is necessary to make any **adjustments to its marketing strategy.**

## HOW do we work?

We meet with the laboratory and we carry out an **analysis of their needs**. When necessary, taking these needs into account, we perform a **segmentation** based on a series of parameters to determine which pharmacies the **commercial action** should be directed at.

06

We establish the most appropriate **frequency** of calls and determine the **KPIs** of the reports.



We present the proposal to the laboratory.



Having reached an agreement with the laboratory regarding the pharmacies to call, the frequency, etc., the laboratory provides **training** to the assigned group.

This training includes information about the **laboratory**, its **products**, **commercial terms**, **promotions**, **campaigns**, etc.



We send the reports to the laboratory each month and a meeting is scheduled to perform a joint **analysis of the data** and, when necessary, to implement the appropriate **improvements**.





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