



Success Story

Leading Pharmaceutical Company

Benefits

- The client has **increased profit by \$30 million.**
- They now have a much better understanding of how to allocate sales and marketing resources in order to maximize sales.

Objectives

A pharmaceutical company needed to develop their marketing strategy for a particular prescription drug. Their objective was to maximize revenues by determining the optimal number of sales calls and free samples to be distributed.

Our Solution

Profit Point Inc. worked with the client to develop a model that tells them how many visits they should make to each doctor and how many free samples they should distribute to each regional hospital in order to maximize revenue. Using a programming approach called neural networking, we evaluated many factors in order to determine which ones best predict the number of prescriptions written. The factors our model used included the sales history of the product, number of prescriptions written for competitive products, and doctors' specialties.

Our model predicts revenues, finding the best balance of cost (sales force resources and sample costs) versus benefits (number of new prescriptions for the product). The same level of resources--with no additional money spent on samples or visits-- can result in a 13% increase in profit. The key to this is that we show exactly where and how to concentrate sales force resources.