



Digital transformation and focusing of Pharma Sales

The corona pandemic acts like a burning lens on long-needed changes and is thus a catalyst for the digitalization and evolution of Sales in the pharmaceutical industry.

Before:

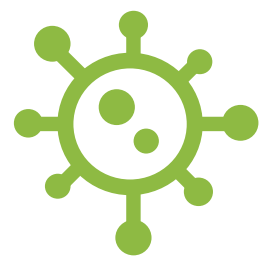
2/3 of appointments in person



8 appointments on site, per day and representative



50% of the workday is travel and wait time



Now:

2/3 of appointments digitally



Virtual channels replace direct contact



More time and flexibility



Sales in Pharma being traditionally based on relationship management and personal contact is now massively challenged. This opens up significant potential for more efficiency and effectiveness.

Key factors for unlocking potential



“Digital” Re-segmentation of customers according to crisis performance



Task force to empower digital sales and communication channels



Implement Omnichannel - Reorganize sales - Train employees

An example of the digitization of pharmaceutical sales

A leading international pharmaceutical company invited experts from all over the world to a digital event. These experts gave lectures before an audience of more than 10,000 physicians, 350 from Germany. Due to the great success, the company now organizes a Q&A every two weeks with well over 100 doctors each.

