



eVantage Consulting is a specialist Pharma industry consultancy, focused on increasing sales and marketing productivity, through a range of innovative and cost effective solutions.

We use practical and pragmatic methods that are based on strategic and tactical implementation experience gained from over 20 years working in the Pharma industry and with some of the main global consultancies. We have worked with major Pharma companies in both the UK and on the continent, to deliver projects that have given our clients real and tangible increases in effectiveness.

As former senior industry people, we understand your data, your commercial environment, and more importantly how to address the challenges. Further, we guarantee that the first contact you have with us will be with a director, and that this director will continue to work on, and manage any project you undertake with us.

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## Service Summary

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**Resource Optimiser** - unique segmentation and targeting that is straightforward to implement, precise and extremely adaptable. This method utilises multiple 3<sup>rd</sup> party and internal data sources to give you an exclusive segmentation, and the emphasis throughout the process is on salesforce involvement and buy-in.

**Productivity Consultancy Services** – designed to make recommendations to improve productivity through detailed analysis of your business issues. These can be the introduction of enhanced processes and benchmarks, assistance with return on investment decisions or analysis of targeting efficiency.

**Salesforce Quantifier** – salesforce effectiveness consultancy to develop and introduce representative level performance measurement, this can also incorporate capability and competency management.

**Salesforce Builder** – construction of salesforce structures that will deliver your business goals, align to customer needs and have intrinsic flexibility to move with the changing market. New structures are produced within aggressive timescales to minimise disruption and negative impact on sales.

**Dispensing Account Manager** – a service to ensure that your dispensing doctor account strategy is as profitable as possible by delivering a high quality, customer focused dispensing doctor service.

**DataSolve** – outsourced, tailor made information and reporting services planned to your exact requirements, without the need to increase headcount or long-term financial commitment. We can supply services for any types of data matching and data migration from one system to another, or to provide combined coverage and frequency with contract or alliance salesforces.

**PinPoint** – account based sales mapping of primary care accounts to sales outlets at both a brick and outlet level. Using our proprietary method, we offer linkage of both outlet or brick level sales to GP practices to assist targeting and resource planning. In addition we provide groupings of RSA bricks to build virtual areas of influence around hospitals to enable the tracking of the impact of hospital level influences on community sales.

**CRM Consultancy** – whole lifecycle CRM consultancy that will ensure your project is successful and continues to evidence clear ROI. Our services range from initial CRM readiness evaluation and planning, through to process mapping and refinement, data and reporting strategies and methods to maintain and improve user buy in and confidence.

**Intelligent Mailing** – optimisation of your mailings resource by evaluation of mailing effectiveness against access generation and productivity measures to enable effective micro-mailings. In addition services to integrate mailings within CRM or reporting systems to facilitate on-going development of micro-mailings and measurement of their impact.