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Подготовлено специально для
VI специализированной конференции-практикума
«Sales Force Efficiency-2015»
16 апреля 2015 г.

Global trend or Ukraine only?

25 pharma-
companies with
≈ stable FFS
(2000 reps)

Data on 1Q2014
vs 1Q2015
on ≈ 1 000 000
calls

+3,5%
share of calls
(from doctors
to pharmacies)

OTC/RX: any differences?



SINGLE, SLIGHT DIFFERENT?

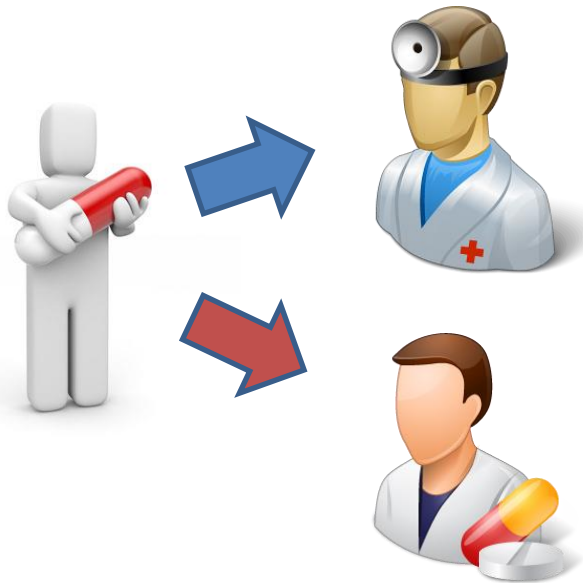
SPLITED
UP?

EXPIRENCE

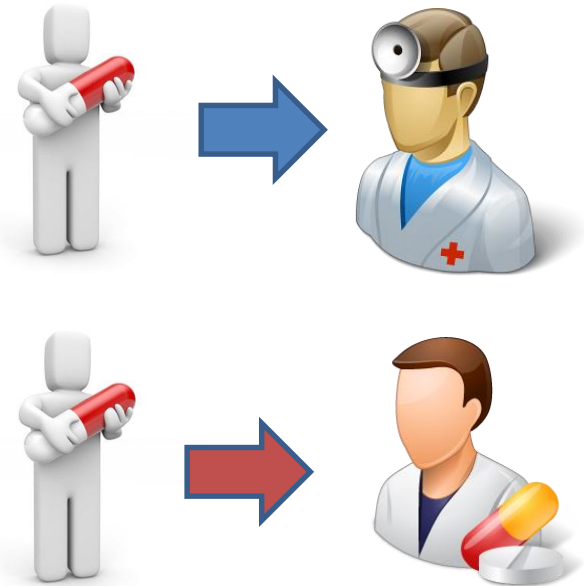


OTC- and/or Rx- TEAM

Option 1



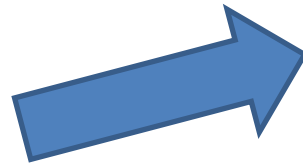
Option 2



OPTION 3



OTC-call: personification?



OR



DEPENDS ON

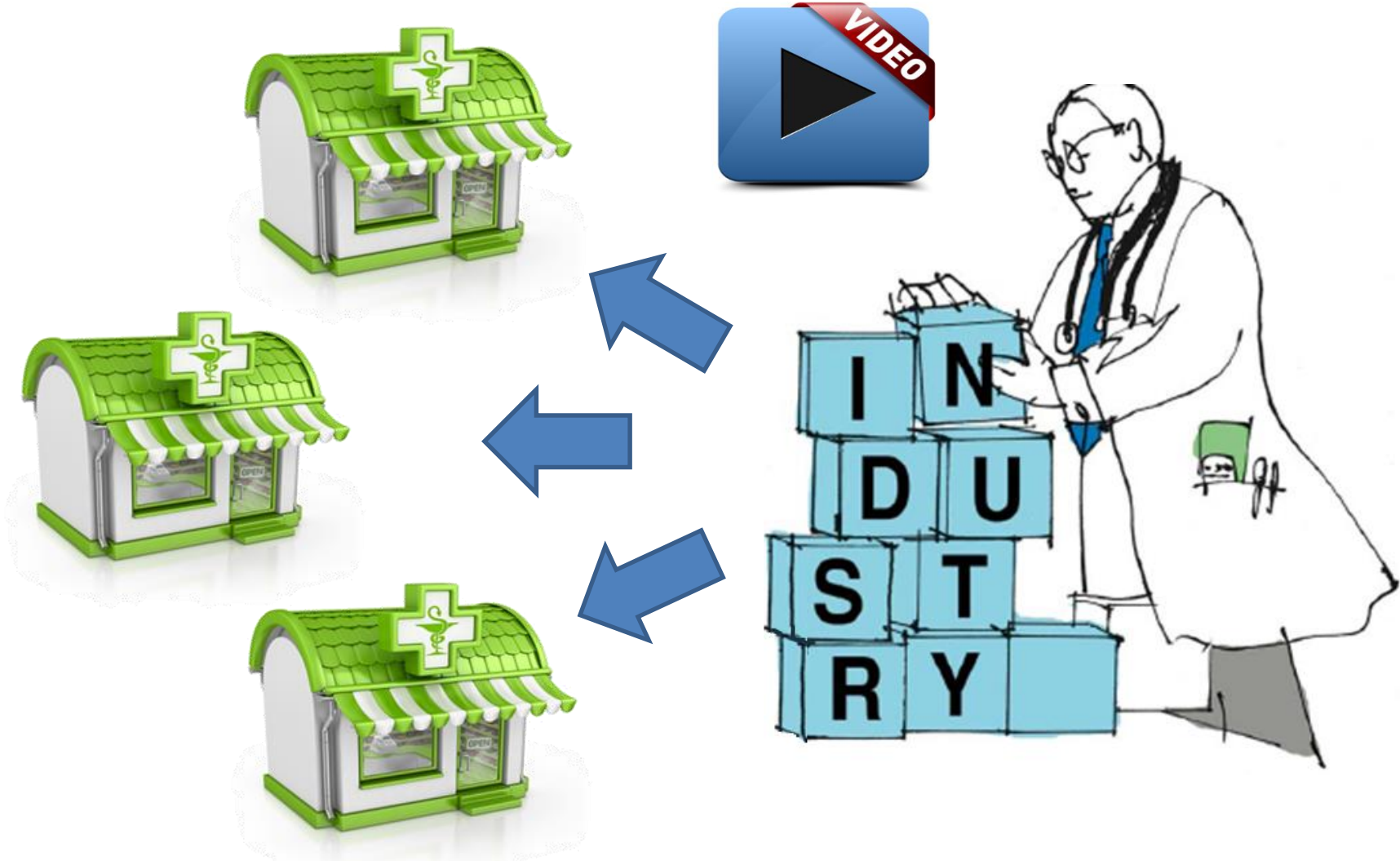


Education is vital



DIRECT COLLABORATION

Does it have sense?



Thanks for Your attention!

Great thanks to speakers of SFE-2015 conference in Barcelona,
for their bright thoughts, which was used also in this presentation.