

# Optimizing the Industry to Win the Customer

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# Sales Activator for Brands



# Reviews and Objectives

## CONTEXT 2017

**17 Sales people  
trainings**

**2000 dermatologists  
1700 pharmacies**

**3 to 5  
visits/year/pharma**

**4,3 visits/day**



## OBJECTIVES 2018

**13 Sales people  
Training & Animation**

**1400 pharmacies**

**3 to 8  
visits/year/pharma**

**4,3 visits/day**

## STAKES

**Avoid turnover**

**Optimize costs**

**Renew contracts**

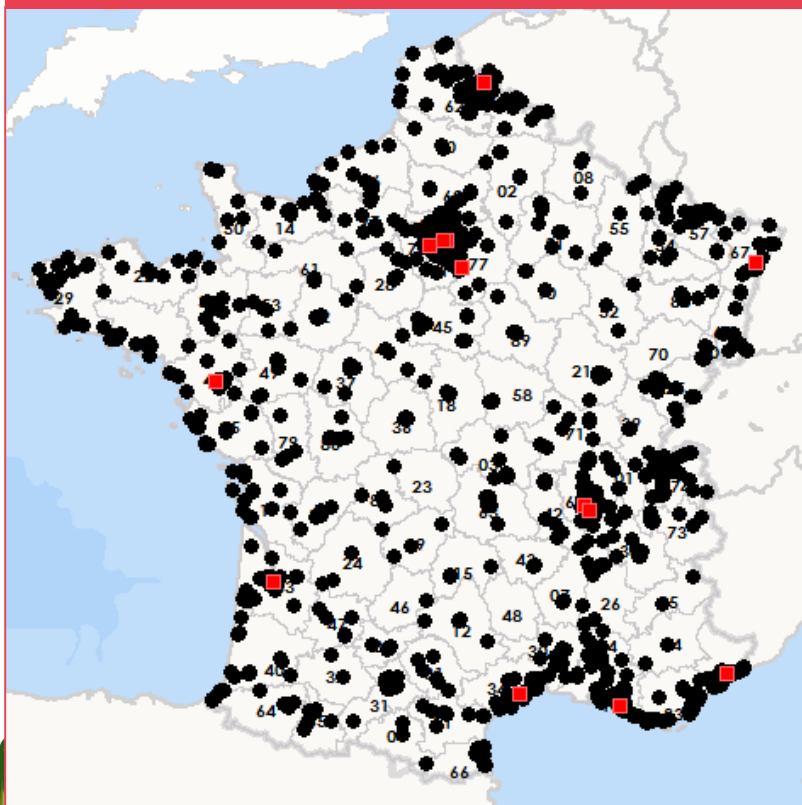


# Project Milestones

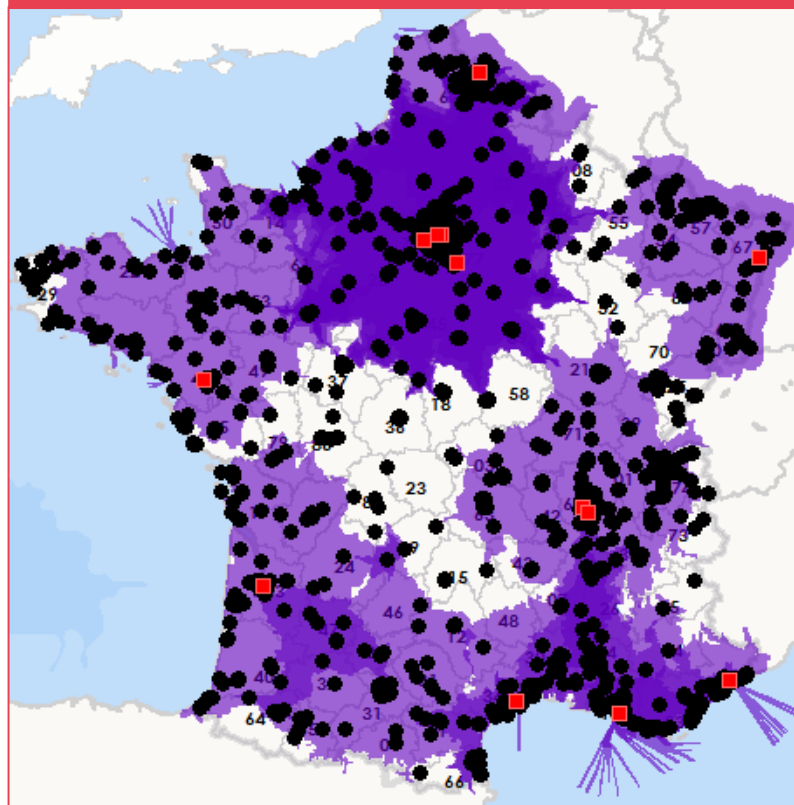


Territory Manager

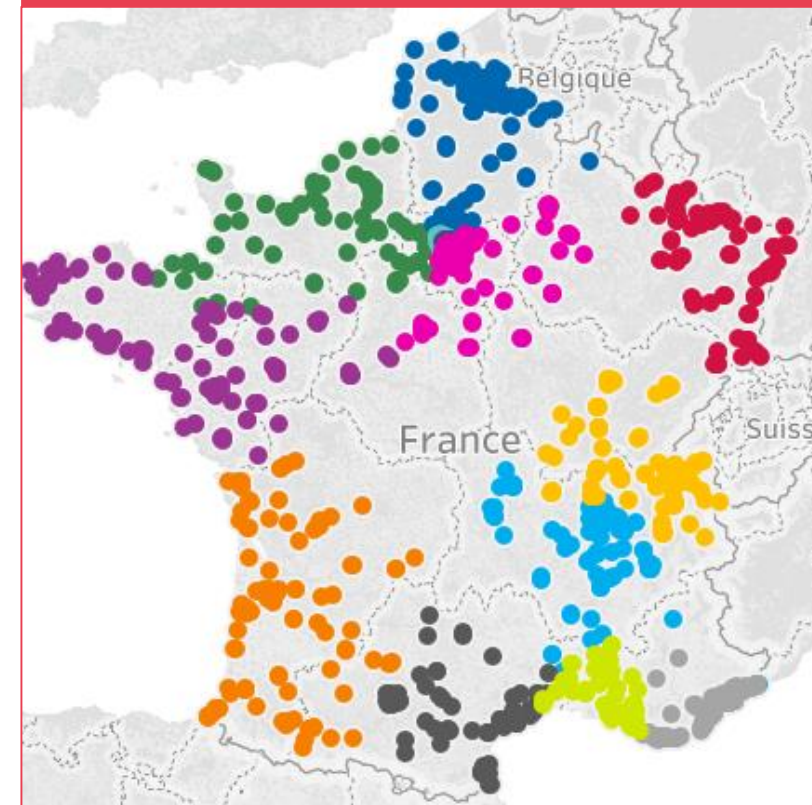
## Sales hot spots



## Offset sales points



## Sector optimization



# Gains & Impacts

**Thanks Daytona !  
Thanks Geoconcept!**



**Contract Won !**



**Happy Client**

**100%**

**Planned  
visits/day on all  
sectors**

**Working Conditions**



**Concentrated  
outlets around  
living sectors**



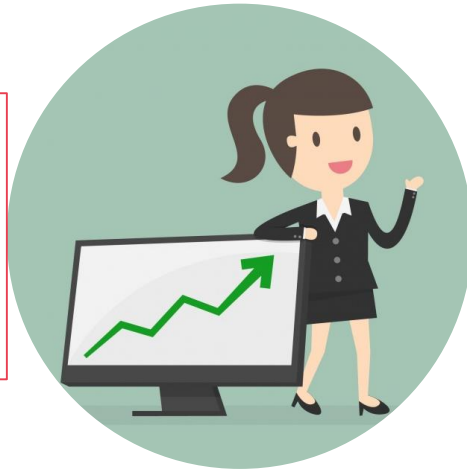
# Gains & Impacts

**+60%**

**Time spends on  
strategic  
pharmacies**

**+23%**

**Outlets**



**-35%**

**Night  
fees**



# Perspectives



TourSolver



Team Monitoring



Optimized Sale  
Plans



Financial  
Monitoring

**Daytona**  
Cosine Group



**geoconcept**



**Daytona**  
Cosine Group



**teamhaven**



A vibrant tropical illustration featuring a toucan with a large orange and yellow beak, surrounded by various green leaves, palm fronds, and colorful flowers including purple, yellow, and red ones.

**GEOWORLD**

PARIS  
12.06.18

**FESTIVAL**

**THANK YOU**

For your attention

