

Reaching Patients through Merchandising

- Marketing in the private medical clinic to create brand awareness and interest amongst patients was identified as a huge opportunity for Allergan (pharma/cosmeceuticals) to create patient awareness and stimulate conversations with the physicians on the brands. However, merchandising was not part of the sales force's role or skill sets.

Training Merchandising from the Top

- XPotential worked with Allergan to build a training programme that adapted traditional merchandising techniques to the medical environment, run from sales directors to the sales force, across 10 markets, building customer success stories and helping provide the sales force with simple tools to make meaningful changes quickly.



“An Amazing Success”

- The project was an amazing success with clinic SOV rising from +/- 20% to over 80% for Allergan brands, increased product enquiries and conversions & ultimately sales.

“The XPotential team were fantastic at quickly assessing the strategic issues, defining a vision for the programme that was aligned with brand values & customer need and building strong tactical initiatives that could be rolled out across multiple markets” **Richard Glover Director of Consumer Marketing Allergan Europe**

