



SITUATION:

A \$350 million life sciences division of a global company was rapidly losing market share in key markets.

CHALLENGE:

This organization had high sales representative turnover in certain US markets. The market share in these locations was 50% less than in other areas and further market erosion was expected. The market model had evolved, and the company was no longer in step with other sales coverage models.

SOLUTION:

The direct sales force was realigned to other markets and replaced with existing businesses that were more visible and had higher loyalty attributes. The direct sales representatives were redirected to key accounts and to launching more technically challenging products.

RESULTS:

Profitable revenue growth increased more than 400% in the 3 fiscal years following this engagement and the sales force realignment.

SUCCESS STORY

Industry:

Life Sciences

Practice Areas:

- Sales Operations
- Sales Enablement

ABOUT

Northpoint Business Advisors

Since 1995, Northpoint has been successfully helping companies of all sizes accelerate revenue growth. More than 200 companies have discovered the value of engaging Northpoint to take a comprehensive look at their existing business models and strategies. And we think you should as well.

Northpoint offers a full range of services that will help your organization drive growth:

- Strategic Planning
- Market & Channel Strategy
- Market Entry & Market Research
- Sales Enablement
- Sales Operations
- Innovation Acceleration



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