

SALES SUPPORT

Would you like to find new ways to increase your sales? Then maybe our sales support is something for you. We give you access to insights about the market and the necessary resources for market canvassing. You can easily follow our efforts with our powerful business intelligence tools.

WHY THIS SERVICE?

Tamro is well acquainted with the Swedish pharmacy market. This puts us in a favourable position to increase the sales of selected products from your range. The idea behind this service is to provide you with better sales results with minimum input from you.

DESCRIPTION OF THE SERVICE

Exactly how we tailor the service depends on where your company stands today. Are you in the process of establishing operations in the Swedish market or is it more a case of refining your sales strategy? Based on your circumstances, we put together a proposal encompassing one or more of the following components.

Personal sales. Each customer wants to feel special and enjoy the right kind of communication. Our consultants have pharmacy qualifications, are certified by LIF (trade association for the research-based pharmaceutical industry in Sweden) and are ready to visit your important customers several times a year. These are qualitative visits where messages and product exposure are the focal point of all discussions.

Sales manager. We appoint someone to work with everything from establishing contacts with central purchasing roles to drawing up contracts and implementing marketing activities. If your company is considering establishing operations in the Swedish market, we can assist with market analyses, business and activity planning and more. This provides you with a solid foundation for making decisions.



Store review. How well are your products and campaigns presented in the different pharmacies? We find out. You can expect a thorough report detailing distribution figures, the number of display areas and how campaigns are organised in terms of concepts and timing. We also include photographs taken on location.

Campaign support. We prepare proposals for how you can devise and pitch your campaigns. We distribute the actual campaign material in our blue totes to the right people at the pharmacies. You receive sales statistics for before, during and after each campaign. This provides you with an excellent basis for drawing conclusions prior to future initiatives.

Business Intelligence (BI). We know from experience that our sales support creates value. But words are one thing, facts are another. That's why we provide you with our powerful BI tools so that you can follow the outcome of our efforts directly. You can retrieve everything from standardised reports to more detailed analyses via IBM Cognos.