



SALES FOCUS

INTELLIGENT SALES OUTSOURCING

PRESCRIPTION DISCOUNT SERVICES COMPANY

The Client is a prescription medication coupon platform that helps users find prescription coupons at nearby pharmacies.

CLIENT REQUIREMENTS

The Client needed sales teams to be launched into 30 territories in the United States within 45 days for a newly acquired product.

SALES FOCUS INC. SOLUTIONS

SFI was contracted to launch the initial sales team in January 2019 and expansion cohorts in September 2019 and August 2020. In September 2021, SFI launched an inside sales team to adjust to market needs and grow within multiple territories. The expansion was based on the team's success month-over-month and year-over-year.

RESULTS

In 2019, the initial sales team consisted of 32 employees. SFI grew the team significantly to 1 National Sales Manager, 6 Regional Sales Managers, 77 Field Sales Representatives, and 2 Inside Sales Representatives. KPIs included: the goal attainment of 99% in 2020 and goal attainment of 96% in 2021. Despite the impact of the COVID-19 pandemic, new PBM implementations, and the acquisition of the Client, the expansions were successful. When calling on vacant territories, the team adjusted its program to meet customer needs, surpassing client expectations. Nearly 7 years later, the Client continues to work with Sales Focus.

CLIENT REVIEW OF SALES FOCUS INC.

"Sales Focus Inc. built a national sales team, per the agreement, in 45 days. A dedicated and well-trained team of agents have provided us incredible brand awareness and saved customers over \$100 million in pharmaceutical costs."

- Executive Healthcare Relationship Manager

168.75%

Increase in
Contracted Growth

6+

Years in
Partnership