

# Less than **43%** of B2B healthcare sales are closed within **6 months**









### The sales cycle is...

Long



Limited in scale

Limited in reach







Also, HCPs are less available to meet sales reps as they have other ways to get the info they need...







They are getting more digitised every day and they are looking for content online





You need to be present in that space!



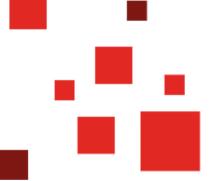


Here is how to use your sales reps time in a more efficient manner!













#### Top of the funnel = digital



Digital marketing can do most of the "top of the funnel" awareness and education that is generally done by sales reps









#### Lower funnel = sales reps



Sales reps can be dragged further in the sales funnel and focus on explaining HCPs how your products and services can help patients







## Example...

A sales rep used to visit most of his HCP clients to communicate the latest treatment for a disease X



He spent weeks doing that...





Now he can create or share content (video, blog, newsletter) to convey that same message and spend more time reaching out to those HCPs that were too far to visit







#### In conclusion...

A balanced mix of online and offline channels will help sales reps to be more



focused on helping their HCP clients and closing sales even faster







Our Digital Wingmen work as your extended team to lead your pharma organisation to excellence

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