

How digital will
help shorten
your sales reps
sales cycle



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



The sales cycle is...

Long



Expensive



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



phamax 
Digital





That's a wrap!



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

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