

Embedded Sales Team

SITUATION

- ◆ Biotech and largest pure-play antibiotics company
- ◆ Client wanted to increase share of voice with an experienced team selling in same market
- ◆ Initial launch not as expected therefore needed to drive growth for their launch product
- ◆ Team was rolled over from other contract and set up in less than two weeks

STRATEGY

- ◆ Utilized and capitalized on Amplity's existing team to enhance promotion of product
- ◆ Built a solution consisting of 1 National and 39 Associate Sales Representatives
- ◆ Amplity Team targeted primarily PCPs and Podiatrists based on previous experience

RESULTS

- Product share amongst Amplity Only HCP group has increased four-fold since the team launched in April 2019
- Share of HCPs called upon by both teams have rebounded from earlier in 2019, returning to levels seen in late 2018

