



Be Dynamic. Outsource.



The Segment:

Blood Glucose Monitoring Device for diabetes prevention and treatment

The Case:

A Fortune100 Company required additional assistance approaching specific segments within the glucose monitoring device market. While the Company was leading the overall market, they only placed third in device sales to primary care physicians while suffering from declining revenues. The client engaged Syncom to increase market share within the primary care segment in order to strengthen their overall position in the industry.

The Syncom Solution:

Syncom supplied 80 sales representative to call high-prescribers of diabetes products throughout the United States. In order to maximize the customer's market reach, Syncom's field reps worked independently of the Client's native sales force. After performing an extensive territorial analysis of the Client's target market, Syncom began approaching physicians and almost immediately stopped the market share erosion. After witnessing Syncom's rapid success, the client redeployed its existing in-house sales force to cover the sales targets that Syncom had previously engaged. Accordingly, Syncom was assigned a new list of sales targets on behalf of the client.

By the end of the second year, Syncom's sales reps had outperformed the client's native sales force and successfully generated several million dollars from direct product sales.

The Conclusion:

In three years, Syncom raised the Company's market share by several market share points and generated stronger growth than any of the five top selling brands on the market during that time period. Using a comprehensive sales methodology, Syncom spearheaded the Company's ascension to the number one position in the primary care blood glucose monitoring device market.

Case Study



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