

CASE STUDY- Sales Booster Campaign

SALES BOOSTER PROGRAM



Campaign Goal

- New Brand launch across India from leading Pharma company under Rx category
- Track availability across counters
- Motivate, Reward Internal sales force for increasing availability
- Reward early adapter – Chemist stocking the new launch with benefit
- Duration : 2-3 Months

Solution

- Coupon Based Program
- Technology : Miss call, Toll Free, Auto SMS, Web
- Tracking availability on real time
- Map Retail counters with MR
- Measure Region / MR performance
- Boost Sales person by broadcasting daily success

Reach us to engage at info@medgini.com or **+91-8008155004**

Key Benefits

- Increase availability
- Consolidated view of the counter being covered
- Identify the individual performance of MR
- Real time dashboard to analyse the availability across counters

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