

COMMERCIAL TECHNOLOGICAL PLATFORM (CRM - Sales network)



The sales team is, for customers, the face of the company, so it is essential to provide them with quality solutions that guarantee integration between the different tools they use on a daily basis.

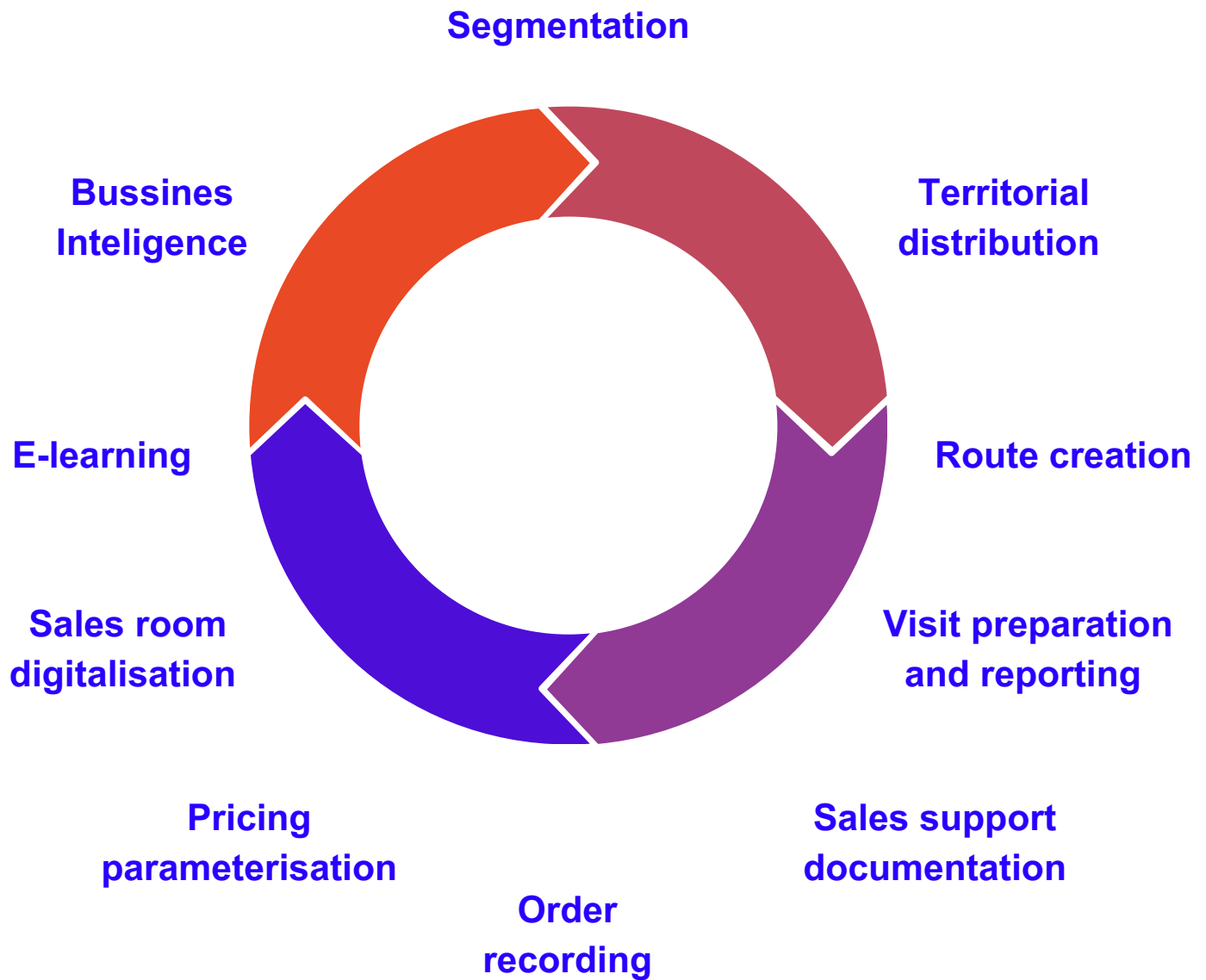
The quicker and more efficient our business processes, the more opportunities for the sales force to achieve its objectives.

Logista Pharma has designed a **platform** based on the integration of several tools, providing users with a 360° view of their customers and, as a result, ensuring a quality visit. A visit in which they can anticipate customer needs, optimise profitability and of course increase sales.

Logista Pharma's **commercial technological platform** covers all the possible commercial needs of a laboratory, including data analysis.

A great CRM for both the sales network and the whole sales department.

OUR PLATFORM



EFFICIENT MANAGEMENT OF SALES ACTIVITY

OUR PLATFORM

Customer segmentation

Our database includes over 15,000 pharmacies and we use our categorisation tool to classify customers according to their potential, socio-demographic data and categories worked, among many other aspects. Good customer segmentation helps to improve sales.



Territorial distribution

Customers are distributed among the different work areas of the sales network. The territories tool helps to balance the distribution of representatives according to several different variables.

Route creation

We use the route optimisation tool known as ICRO to plan the visits of sales representatives. ICRO takes into account factors such as frequency of visits, appointments made, available times and marketing campaigns, even enabling the creation of closed routes that are repeated over time.

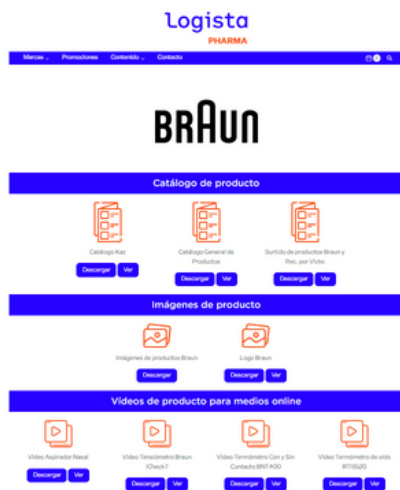
Given that it is integrated with Salesforce, routes are available to representatives in the CRM, where they can view their agenda and prepare visits.



OUR PLATFORM

Visit preparation and reporting

We use Salesforce as a CRM to record orders and report activity. The integration of all tools provides a full overview of the customer, including data on past orders, invoicing and the outcome of previous visits. This facilitates visit preparation and maximises the time spent during the visit.



Sales support documentation

Representatives have access to the necessary documentation to carry out their activity on the platform: customer registration, returns template, catalogues, product data sheets, etc., enabling the use of quality visual material during the visit.

Order recording

The orders module is designed to adapt to the specific characteristics of each laboratory.

The tool offers predictive ordering based on an algorithm that suggests the ideal order for each customer.

Once the order has been recorded, it is automatically transferred to SAP for processing.



OUR PLATFORM

Pricing

Pricing is fully parameterised on the platform, minimising possible human error.

Different types of discounts can be applied, including header discounts, fixed percentage discounts, scaled discounts according to the number of units purchased, assortment and visibility discounts and one-off campaigns.

This functionality enables efficient management of product prices and discounts.

Sales room digitalisation

Logista Pharma has digitalised the sales rooms of the top 100 pharmacies in Spain. This allows sales representatives to access real-time information on the location of displays, POS advertising materials and other visibility elements in the pharmacy.

This tool enables the monitoring and audit of the visibility agreements reached with the pharmacy, facilitating the work of representatives in the sales room.

E-learning:

Logista Pharma provides an E- learning tool for the on-going training of sales representatives. This tool allows representatives to carry out product and procedure training, keeping them up to date in their knowledge and skills.

Furthermore, if required by the laboratory, E-learning can also be activated for pharmacists and assistants, who play a key role in pharmaceutical recommendation.



OUR PLATFORM

Business Intelligence

PowerBI, a Business Intelligence tool, is used for in-depth data analysis and visit preparation.

PowerBI provides sound, pre-analysed reports so that the sales network can focus on sales.

It includes both standard and specific reports so that representatives can track their sales, targets, last visits, sales history, compliance, etc.



Each aspect is designed to optimise the performance of sales representatives and increase sales opportunities.

Our platform can be accessed from any mobile device, computer or tablet.

It is available whether the laboratory outsources its sales network to Logista Pharma or has its own sales network.

Furthermore, platform modules can be activated according to the needs of each laboratory.

In short, Logista Pharma's technological platform integrates a series of tools that enable efficient management of commercial activity in pharmacies.

TO SELL

MORE AND BETTER

OUR PLATFORM

UPCOMING FUNCTIONALITIES. RED.ES PROJECT

Our project was selected as a beneficiary of the 2021 grants given to research and development projects in artificial intelligence and other digital technologies and their integration into value chains.

These state-of-the-art technologies are key to enable organisations to harness the potential of the information that they hold and to extract the maximum potential from the data generated in the course of their business activities.

Thanks to this grant, we will be able to introduce a series of improvements and new functionalities that will be incorporated in the near future:

1. Product recommendation with AI and automated analytics.
2. Automatic scheduling and appointment management.
3. Customer registration with an electronic signature.
4. Commercial document management.
5. Staff hours recording.
6. Automatic visit report.
7. Sellout management and analysis.

LOGISTA PHARMA S.A.U

**“Innovative data analytics platform for the
pharmaceutical and hospital sector”**

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Logista

PHARMA

www.logistapharma.com

+34 900 101 304



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