

# New Offering, New Market

A European wireless services company needed support in introducing an innovative service to the U.S. pharmaceutical market.

***“Adroit Consulting’s knowledge of and relationships with the pharmaceutical and healthcare markets accelerated our market penetration efforts.” – Country Manager***

## ***Business Issue***

A leading supplier of wireless mobile solutions to the European pharmaceutical market needed an efficient way to establish high-level relationships with US pharmaceutical companies and vendors. It also needed continuing guidance on market segmentation, as well as extensive domain expertise in pharmaceuticals to support sales activities. The company looked for a flexible partner who could support the early-stage nature of the company’s US presence.

## ***Adroit’s Role***

Adroit Consulting helped the company to develop a plan of action to meet requirements and constraints. The plan consisted of a combination of research activities, strategic planning and tactical support. In the early stages, Adroit Consulting provided resources for a consistent time period each week. Once the strategy was developed and sales targets established, Adroit evolved its activities to primarily focus on tactical activities surrounding targeted customer interaction.

## ***Outcome***

The first stage of the engagement produced the following results:

- A detailed market segmentation analysis
- A strategy to address the various segments
- Service offerings aligned with customer requirements and priorities.

The second phase of the engagement involved identification and targeting of specific customers, and interacting with these customers. Numerous meetings and introductions have enabled the client to rapidly establish a strong visibility in the market, including a pilot program, without bringing on direct overhead early in the business cycle.