

Prospect Analysis: Pharmaceutical

Private Equity



Background

CLIENT, a Private Equity firm, was looking for **deepened market analysis to support top-line growth for a recent portfolio acquisition** in the pharmaceutical industry. Specifically, they were looking to **prioritize sales prospects and new territories** by likelihood to purchase and spend.

Approach

- In order to prioritize sales efforts, LRC worked with the portfolio organization to aggregate existing customer data, perform a market assessment through quantitative interviews, and **leverage the results to build a predictive model for likelihood to purchase**
 - The model was incorporated into a prospect database to **predict and prioritize each lead**
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Results

- LRC **identified and prioritized four territories with high purchase probabilities** – results were incorporated into a new, highly-effective sales operating model by region
- Two models were developed, **spend potential and purchase probability**, to focus on the best possible growth outcomes for the organization