

# Optimising commercial excellence

Commercial Optimisation is Wilmington Healthcare's market-leading consultancy service that maximises the commercial effectiveness of the healthcare sector's go-to-market strategies.

## Commercial Optimisation

Develop robust, evidence-based strategies to create optimal segmentation and targeting guaranteed to deliver sales growth.



### Benchmarking and diagnostics

Quantifying what success looks like and identifying where sales are high and low-performing and uncover the driving forces behind this.



### Customer segmentation

Bespoke customer segmentation analysis to identify localities with the highest propensity for changing prescribing behaviour to develop local tactics and tailored value propositions.



### Resource optimisation and territory alignment

Analysing market conditions to develop evidence-based resource optimisation strategies that determine optimum resource levels based on the size of commercial opportunities.



### Call planning

Developing bespoke pre-call planning strategies that provide sales teams with verifiable insight of the needs and challenges of customers to maximise call effectiveness.



### Performance management and compensation

Reviewing sales team performance to ensure objectives are met and establishing appropriate incentive and reward programmes that deliver productive sales teams.