



# 16% Growth in Pharmaceutical Sales Through Key Stakeholder Visibility

**Industry:** Healthcare

**Sector:** Pharmaceutical manufacturing

When they approached DemandFarm, they had one key challenge – the inability to identify and track key decision-makers in high-value accounts. In today's business scenario, this is a crucial factor to plan business strategy and drive revenue.

The client was obviously having difficulty tracking how their contacts across key accounts were able to help them boost opportunities. They could also not identify relationship gaps.

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## The Solution: Org Chart by DemandFarm



The solution was obvious to DemandFarm – Org Chart.



This proposition helped them identify relationship gaps



This recommendation provided the client Opportunity-specific relationship maps which helped them visualize who the key decision-makers were within their high-value accounts.



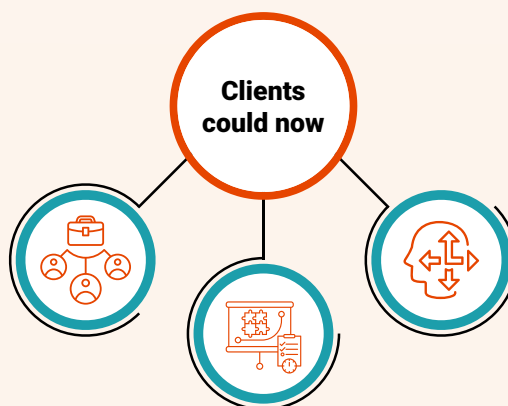
It allowed them to dedicate internal team members as owners across teams to fill in these gaps.

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## Key Benefits: 16% Increase in Growth Revenue:

The implementation of the Org Chart and specifically, the opportunity-specific relationship maps allowed the client to see immediate results.

Quickly identify key stakeholders and important decision-makers within their key accounts



Leverage upsell and cross-sell opportunities with strategic accounts

Identify and assign internal champions across teams as part of their strategy

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The result was an impressive 16% increase in growth revenue.



## Conclusion:

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The client's partnership with DemandFarm has allowed them to overcome the major hurdle they were facing to unlock their full potential.

The Org Chart recommended by DemandFarm helped the client by giving them the visibility they need to make informed decisions and increase revenue growth.

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