

CASE STUDY



Sales rep drives \$60 million in growth with ONE doctor and wins sales rep of the year

SITUATION

xOne surfaced a high-opportunity HCP in a sales rep's territory. He shared the insight with his partner, who was skeptical. She was convinced that calling on the doctor would be a waste of time because she thought the doctor would never convert.

CHALLENGE

The two sales reps disagreed on the strategy. One followed a traditional targeting approach, based on years of field experience and established relationships with HCPs. The other wanted to use data to identify new opportunities and drive growth.

OBJECTIVE

Eager to prove that the sales team should be relying on data rather than gut feeling, the rep began calling on the HCP.

APPROACH

Before each call, he used xOne to understand the HCP's prescribing behavior, patient mix, and unmet needs. Instead of generic messaging, each conversation focused on the provider's specific pain points, backed by data.

RESULTS

After six months of consistent calls, the HCP converted.

She went on to become the **#1 prescriber of the therapy**, driving **\$60 million in prescription growth**, and the **rep won sales rep of the year**.

From that point on, data-backed targeting became the core of their sales strategy.



"At that point, I was the only sales rep at the company using xOne to find high-opportunity physicians in my territory. It's safe to say that this experience catapulted my career. Not only did I go on to win sales rep of the year, but I got promoted to a senior role at headquarters."

– Sales representative at a top-20 pharmaceutical company



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