



# Building a Sales Strategy to Diversify Your Business

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PCCA

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## What Is Your Plan?

Panic or Pivot



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## Key Strategic Considerations



Industry  
Trends and  
Market Shifts



Revenue and  
Growth  
Opportunities



Patient and  
Prescriber  
Experience



Team  
Considerations



Efficiency  
and  
Innovation



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## Industry Trends and Market Shifts



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## The Silver Lining

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Built strong prescriber and patient relationships

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Provided an unmet need

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Responded quickly to market shifts

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Captured market attention

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Achieved growth in other segments



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## Revenue and Growth Opportunities



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## Strategic Growth Areas – What's Next?

### Weight management beyond the shortage

- Alternative dosage forms
- Weight management consultations
- Alternative compounded options
- Nutritional supplements

### Hormone optimization and wellness

### Low-dose naltrexone (LDN)

### Methylene blue



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## How to Pivot?



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## Analyze Your Data and Trends – Opportunities for Revenue and Growth

What segments  
have grown?

What segments  
have fallen off?

Where do  
your biggest  
opportunities  
exist?



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## Patient and Prescriber Experience



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## Leverage Your Network – Focus on Relationships



### Customer base

Prescribers and  
office staff  
Patients  
Community



### Social media and digital marketing



### Associations and professional groups



### Industry peers



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## Leverage Your Expertise – Educate to Build Trust and Drive Demand

- Build strong connections with in-person visits and virtual meetings
- Host in-house seminars, webinars, prescriber roundtable discussions
- Provide frequent, value-driven communication
  - Blogs, newsletters, updates on popular therapeutic options and/or patient success stories
  - Email campaigns for targeted communications
- Focus on patient outcomes



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# Team Considerations



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## Leverage Your Team – Every Employee Is a Brand Ambassador

- Educated employees confidently communicate services to friends, family and customers
- A knowledgeable team builds trust with prescribers and patients
- Best practices
  - ✓ Initial and ongoing training
  - ✓ Regular team meetings to discuss new services, products, industry trends and success stories
  - ✓ Role playing to assess knowledge and focus on continued growth and development
  - ✓ Provide resources such as quick reference guides
  - ✓ Encourage personal investment



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 A presentation slide with a white background and a red wavy border at the bottom. The title "Leverage Efficiency and Innovation" is centered at the top in a bold, dark blue font. Below the title are three blue icons: two interlocking gears, a stopwatch, and a head profile with gears inside. Each icon is followed by a list of bullet points.
 

- Turnkey process**  
for implementing new products and services
- Faster turnaround times and optimized systems**  
to improve patient and prescriber experience
- Best practices**  
Leverage technology  
Optimize workflows and standardize processes  
Use data to drive decision making

 In the bottom left corner is the logo for the "Alliance for Pharmacy Compounding" with the tagline "Compounding the Joy of Living". In the bottom right corner is the "Owner Summit" logo, which includes a red cartoon character.

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# Keep It Simple



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## Implement a Simple, Repeatable Process

### Identify and prioritize targets

- Product/service focus
- High value prescribers

### Implement a consistent outreach and education plan

- Identify touchpoint frequency (calls, in person visits, email, digital outreach)

### Assign responsibilities and build in accountability

- Clearly define roles
- Set measurable goals
- Create a follow-up structure
- Celebrate success

### Track and adjust

- Monitor the metrics



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## Contact Information

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