



# BIOPHARMIX CONSULTING

## Company Overview

**BIOPHARMIX** assists biopharmaceutical companies with the marketing, sales and commercialization of their services. With academic and industry experience ranging from basic research and bioinformatics, through pre-clinical bioanalysis, to clinical data management and data support, we're ready to support our partners' sales goals with specialized scientific background.

Let us introduce you to managing pharmaceutical scientists in specific territories and world-wide. Our team can also build your sales territories anew according to your niche market or target area.

Call today to arrange a complimentary initial consultation to discuss this quarter's marketing and sales goals. Together we can create a customized plan of action to help your company meet sales campaign goals and re-position your place in the market. Hourly consultation, flat fee services are available.

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## Business Development Services

**Market Research & Analysis** - Building knowledge of your industry, products or services, market dynamics, trends, competitors and regulations

**Lead Generation** – Prospect lists in your target industry and territories.

**Research & Pre-qualification** - Researching prospective clients in your target region from Press outlets, ClinicalTrials.gov, FDA drug approval reports and industry events. Identification of key people at target companies.

**Partnering Meetings Arrangement** – Pre-qualifying and inviting registered conference executives to learn from you about your company at the conference

**Due Diligence** – For pharmaceutical clients seeking specific CRO services.

**CRM Management** - Addition of prospective clients and touches to your CRM. Transfer of leads to sales rep based on company territory map

**Trade Show & Conference Branding** - Exhibit booth and event attendance.

Arrangement of one-on-one partnering conferences at industry meetings

**Trade Show & Conference Outreach** – Ensuring the right people at your target companies will know when and where to visit your poster, booth or promo event

**Persistent Presence** - Initial and follow-up emails and calls

**Success Reporting** - Reports on above mentioned activities

## Sales Support Services

**Sales Presentations** - Understanding and relaying your prospective clients' needs and constraints. Presentation of your biopharma products or services in. Technical sales visits and trade show representation

**Teleconferencing & Videoconferencing** - Arrangement, invitations and hosting

**Website Sales Enhancement** - International translation for your website: Your brand and message on a linked webpage in your target country's language

**Customized Sales SOP** - Formalization of your company's tailored SOP

**CRM Support** - CRM selection, migration and maintenance. Integration of auxiliary applications including bookkeeping and mass mailing programs.

**Feasibility Analysis** – Sales campaign cost-benefit analysis

**Online Promotion** - Website updating, proofing & editing, addition of foreign language pages

**Website SEO & SEM** - Search engine optimization, integration of analytics code. Website analytics and presentation of research results

**CRM Services** - Selection, customization, population & migration. Revenue analysis for annual reports and board presentations