



CONTROL TOMORROW TODAY

Revo technology was developed by  
the Benchmark Tech lab, a division of

Benchmark Labs

# CRM Systems:

+ A Myth Buster for  
Regional Pharma  
Businesses.



# We're guessing you get plenty of software offers each month!

Sometimes the choices can be overwhelming. And when it comes to CRM systems, do they even do what they promise?

It's hard to choose, and it's hard to know who to trust. But if you want to get the best results from your field

force, you and your business will benefit from the right CRM system.

Of course, there's a host of opinions about which one you should choose, what it needs to do, or even whether you need one at all...



At Revo we've been working with regional pharma businesses in the Middle East and Africa, for 10 years. **We've created this myth-busting guide to help you choose a CRM system that is right for you and your business.**




Myth 1

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**A GOOD CRM  
SYSTEM NEEDS  
TO BE EXPENSIVE!**

If you think you have to pay big brand prices to get A-class service, **then think again.**



Global CRM service looks the part, and it's a good solution for a global pharma business. But if you're a regional pharma business, it leaves a big dent in your budget, and it takes months, sometimes years, to set up. Plus, it's just not flexible and adaptable enough to provide exactly what you need.

There's a better way. Find a CRM provider who specialises in pharma businesses in your size and your region, who can offer a solution that is customised to exactly match your needs.

Of course, any CRM software needs to be integrated into your existing infrastructure. It should integrate your sales and marketing, e-detailing and analytics – giving you an at-a-glance view of the strengths and weaknesses of your field force.


**Look for a supplier who can do this in weeks not months.**



Myth 2

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**TRACKING YOUR  
SALES TEAM USING  
GEO- LOCATION IS  
ENOUGH!**



Some basic (and cheap!) CRM solutions try to tell you that simply tracking your field force with GPS (Geofencing) gives you the control and understanding you need to monitor your team and boost your sales. This would be great if it was true – but it's not.

Of course, nearly all CRM systems designed for pharma take some sort of GPS snapshots during the visit (e.g: Revo take multiple GPS snapshots silently during the visits and then uses AI to calibrate, identify and verify locations). But slapping only a GPS tracker on a phone doesn't tell you much – other than where someone is! And it can easily be faked. Not all suspicious activities are associated with location – there are other types of suspicious behaviour that indicate malicious behavior even when a location check seems to be fine.

**The credibility of your brand is at stake, and not getting good visibility of your sales force can have a huge impact on your development, and also on the culture of your company.**

You need to get smart – look for a solution that gives a deeper visibility of sales force activity and utilizes AI to identify the unique insights that impacts your business. Ideally, you should be able to see in a nutshell the main points that hinder your vision as well as document the best practices your best performers do to get you good business.



Myth 3

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**IT WILL TAKE A LONG  
TIME TO IMPLEMENT A  
CRM SYSTEM!**

## We've all heard the horror stories.

If you opt for a clunky CRM system, designed for a multinational pharma company, and try to implement it into your regional business – yes, it will take months and we will probably hear your wails of despair from our office in Dubai!

But it doesn't have to be that way!

**Look for a CRM solution that makes your life easier, straightaway**

For a regional pharma business, a customised and automated CRM system from a specialist provider should take weeks to set up – not months. And yes, that includes e-detailing.

If you're looking at CRM systems, do your own research too – check-in with any real-life customers in your area and ask how set-up went, how the solution is working for them and what customer service is like. (And remember, if a provider is very cheap – there's probably a reason!)






Myth 4

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**E-DETAILING  
WILL MEAN LOTS  
OF HIDDEN  
COSTS!**





**Sending your field force out with no access to e-detailing, is a bit like sending a cricket team out without a bat. (And we're talking real e-detailing, of course, integrated in your system and embedded into workflows – not pdfs!)**

Of course, being able to read their audience – understand body language, and not bore the socks off someone helps too.

But e-detailing – it's the secret sauce. It encourages reps to deliver presentations rather than just engage in conversation. And it also lets them talk about more than one product/drug in just one visit – so it's more time-effective.

When e-detailing is an integrated part of your CRM solution, it gives you a detailed visibility of sales force activity which helps you understand what is working well, and what needs development. Over time, a good CRM system should give you a well-rounded understanding of patterns and behaviors – you will be able to focus on the areas that need extra training or improvement and spot any problems before they damage the company.



**Think you don't have any issues?** We've worked with many companies, and some of them are undeniably leaders in the pharma sector. When using Revo, even the best have always discovered patterns they were unaware of which they needed to address.

Some CRM providers will tell you that e-detailing takes a long time to set up and costs extra money. Avoid these providers! Instead, look for a provider who offers integrated e-detailing, for no extra cost, and with no lengthy wait.

At Revo, we digitize all your detail aids for free to make sure that implementation is as swift and smooth as possible. And because our e-detailing function is at the heart of the system, it has been carefully designed to be user-friendly – no specialist coding is required, and we are able to embed images, videos, pdfs and animated slides – creating integrated customised detail aids.

So, when you are selecting a CRM solution, think carefully about how flexible and easy it will be for your team to use, and make sure you are avoiding any hidden design costs.

Also, since the stats show that visual presentations significantly improve sales, the ideal CRM system will offer an e-detailing function which is embedded into the workflow – meaning that a rep will have to include a visual representation on their visit in order for it to be recorded.



Myth 5

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# OUR EXISTING INFRASTRUCTURE CAN'T BE ADAPTED TO COPE!



# Nobody likes change, right?

Some of our clients have told us that their IT managers or Sales Force Effectiveness Managers were initially resistant to implementing a new CRM system.

Sometimes it was because they had heard horror stories from other companies and sometimes it was because they just didn't want change...

Sure, it's possible to do many things with your IT infrastructure.

Sometimes you can create a short term fix that buys you some time. But a DIY solution can only go so far. In the long term, you are missing out on opportunities to grow your sales team, maximise sales and significantly boost your profit margins.

From recent customer research, we know that Revo clients are very happy that they opted for our customised and specialised CRM system. For them, the investment has more than paid for itself and has helped them get insight and data on their sales force and consequently grow their sales and their business.



Myth 6

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**MY TEAM IS NOT  
CAPABLE OF USING  
A NEW SYSTEM!**

## Perhaps the most crazy myth of all that we've heard during our 10 years is that people won't be able to use a new CRM system.

Of course, there may be resistance – because some people resist any kind of change. But as to whether they are capable...well, you're not sending them to the moon!

With Revo, you're giving them a tablet and some of the best e-detailing ever seen, embedded into their workflow – so they hit their KPIs more easily and efficiently (and, yes, so they can't cheat!).

Look for a solution that is very seamless and easy to use, and which offers ongoing customer support. Your team will thank you for it because it will transform their (and your!) results.



REVO



**GET VISIBILITY  
AND INSIGHTS  
INTO YOUR  
SALES TEAM.**





## Revo - Customised CRM for Regional Pharma - Free Credit

Right now, to celebrate our 10-year anniversary, we are running a special offer – when you sign up, you gain a free credit for our Revo CRM system, which has been specifically designed for regional pharma.

This includes a consultation and an overview of how a customised Revo solution will integrate with your existing IT infrastructure. We like to build lasting relationships with our clients and we do this by really getting to know what you need a CRM system to deliver.

### Interested?

If you want to know more about the 10-years free credit offer and the benefits you can claim, please click the button below.

**Learn more about the 10-year free credit**

Or simply copy and paste this link into your browser

<https://revosuite.com/revo-10-years-free-credit>