

US-based Global CRDMO MNC (CMC Services)



Company:

CRO/CDMO services for both small and large molecules with Centers of Excellence in USA and China catering to large pharma/ biotech, agro, animal health companies in the USA, and Europe

Scope for ClientCurve:

- Target Market: USA
- Target Services: CMC - Development portfolio with associated service offerings

ClientCurve Approach:

- Our services: Database contact list generation via research, Email campaign, Lead Generation via calling (mostly during client target business hours)
- Organized a 2-member team for Database Research and systematic reach out
- A SPOC (Single Point of Contact) for Development to route all communication for synergy
- Company list was provided by our client, and we generated relevant target contact list at a mutually agreed pace for all service offerings and embarked on a systematic approach
- Weekly governance with client stakeholders to study progress and bring course corrections

Business Challenge:

- To augment in-house lead generation team efforts with our sustained reach outs
- Requirement for a very well-structured approach to do reach out to prospects in the target market to create awareness
- Identify prospects to enrich the sales funnel and push the sales cycle for closures

ClientCurve Solution:

- Highly structured approach for reach out to streamline operations
- Prioritized the reach out so funded companies were reached out first
- Suggested and approached large-account-based approach recently for better traction, an idea that was put forth as a course correction

Contract Duration: 9 months

Business Outcome:

75 meetings over a period of 9 months across Formulation and CMC, at an average of 8 per month
700 companies researched and 1,500 relevant contact list generated
Overall conversion rate (meetings delivered to companies profiled) was 11% in Development portfolio
Weekly governance kept the integration tight and helped progress meetings through next steps

Business Benefits:

CDA – High closure has brought in good traction for strengthened pipeline Brand awareness created in target geography due to sustained campaign efforts
26 CDAs / Conversion 36% (CDA to meetings) 13 proposals / Conversion 18% (Proposals to meetings)
Proposals totaling approx. \$5.5 MUSD
2 Won deals (Hit rate of 15%) (Proposals Won to Submitted)