



Marketing & Sales

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Marketing & Sales

Boost Launches & Performance

Successful products aren't the result of individual measures, but rather of a seamless interplay between market analysis, strategy, marketing, and sales.

We help companies successfully launch products and strengthen existing brands—from OTC to prescription drugs, from generics to biologics.

Our 6-Step Performance Approach

Optional Tools: Launch Excellence and Portfolio Management

Tool 1 – Market Analysis & Environmental Assessment



Market Analysis

We analyze market size, competition, trends, pricing, and reimbursement to clearly identify opportunities and risks.

Pricing

depends on the number of products, product category, individual products, or whether it is a portfolio

Costs start at € 5 500

Offer will be prepared based on your briefing

Tool 2 – SWOT Analysis Review & Strategic Focus



SWOT Analysis

We review the existing SWOT analysis and revise it as needed—based on facts, precise, and tailored to the product.

Investment

SWOT - Review of the existing SWOT Analysis

Cost per product € 2 200

Tool 3 – Patient Journey



Patient Journey

We analyze relevant touchpoints, barriers, and decision pathways – depending on indication and product area.

Investment

Patient Journey Analysis

Scope Assessment and Revision € 11 000

Tool 4 – Marketing Activities & Campaign Evaluation



Marketing Activities

We evaluate messages, channels, initiatives, and materials for effectiveness, consistency and suitability for the target audience.

Investment

Marketing Activities & Materials – Analysis

Cost € 3 300

Tool 5 – Sales Analysis & Sales Force Performance



Sales Analysis

We analyze the structure, processes, KPIs, and effectiveness of field sales activities—including meeting schedules.

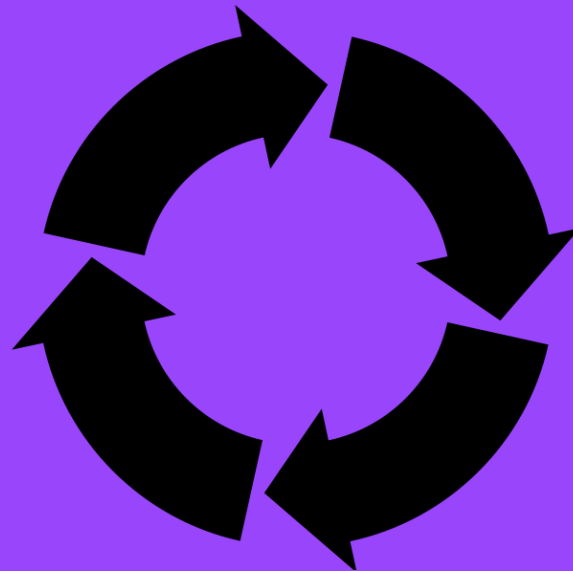
Investment

Sales Analysis

Cost depends on the briefing—meeting schedule & topics, personas, regions...

Costs start at € 4 400

Tool 6 – Action Planning & Tracking



Action Planning & Tracking

We develop clear measures and a tracking system that makes the impact visible.

Pricing

Marketing Activities Planning

Pricing depends on the number of products, portfolio, and product category

Costs from € 3 300 to € 5 500

Optional Tool: Launch Excellence



Launch Excellence

For new products or expanded indications, we offer a structured launch framework:

- Positioning & Messaging
- Target Audiences & Channels
- Launch Planning & Resources
- Pre-Launch Activities
- Launch Monitoring

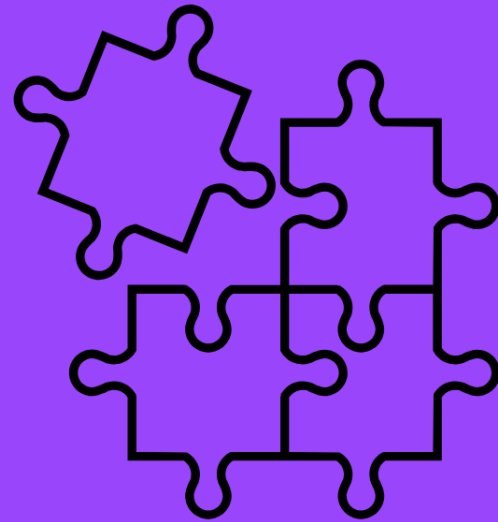
Investment

Costs depend on the number of products, product category, individual products, or whether it is a portfolio

Costs start at € 8 800

A quote will be prepared based on your briefing

Optional Tool: Portfolio-Management



Portfolio-Management

Strategic Development of existing Product-Portfolios:

- Plan and develop line extensions
- Expand the portfolio in a targeted manner
- Conceive product ideas
- Identify external products (scouting / searches related to in-licensing)

Pricing

- **Research billed at an hourly rate** of € 220
- **Retainer Model** -> see Module 6 Retainer



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