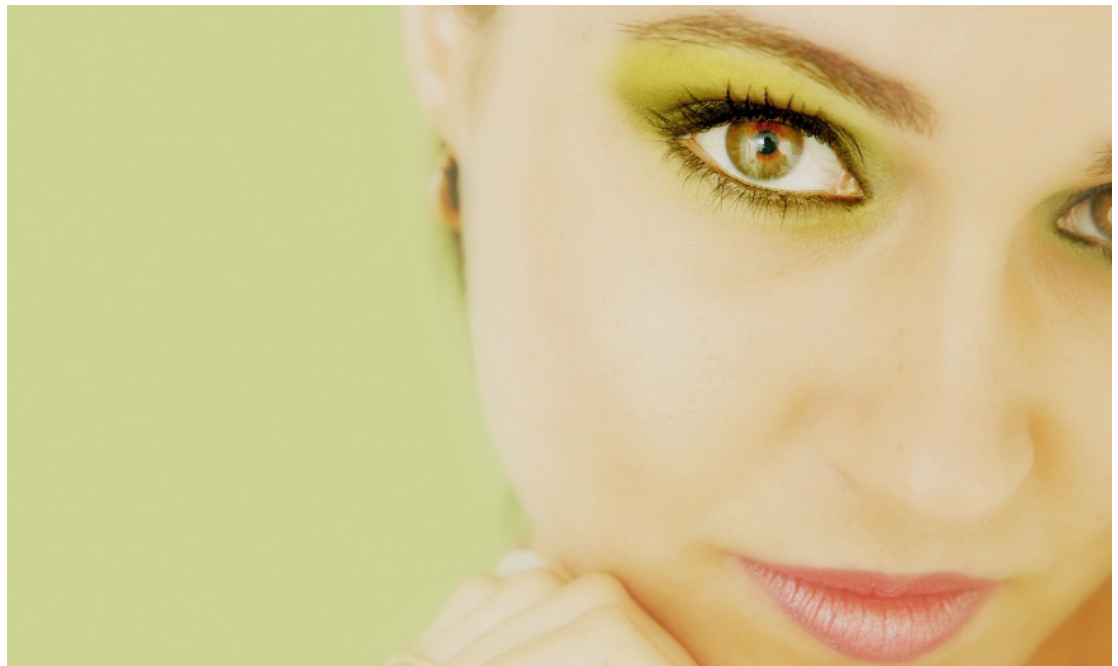


## Training the sales channel increases sales A Mohive customer case study

### Case Study



"The pharmacies that have used our product training, have seen an increase in sales", says Gro Lillebye, managing director of Dermoapo.

#### Helping the customer

Dermoapo delivers Pierre Fabres skincare products, which are sold exclusively through pharmacies.

The products include skincare series like the Avène- and A-Derma series for various skin types.

Correct guidance is crucial to ensure that customers get the desired effect from the products. Training the people who meet and guide the customers, is efficient marketing. That is why Dermoapo offers pharmacy employees free training that has been developed in Mohive e-Learning Publishing System (eLPS).

*Continued...*

# Case study

## In-house experts ensure professional quality

The pharmacy industry enjoys a high level of trust from their customers, and living up to this trust is important for pharmacy employees. They wish to be confident that the product they recommend, is the product that will give the customer optimal effect.

For the product training to be useful for pharmacists and customers alike, it is therefore crucial that the content reflects a high professional standard. This is achieved when Dermoapo's own experts produce the training programs in Toolbox.

## Professional knowledge increases sales

The training aims to encourage the use of several products in a series in a treatment programme, as this gives optimal effect and more satisfied customers.

Customers with problem skin especially will experience an increased effect by utilising a specialised skincare programme for an extended period. More knowledge about the products will therefore give the pharmacies higher sales.



*"The pharmacies wish to meet the customers' trust with knowledge and correct guidance"*



## Measurable effect

Those of the pharmacies that have utilised the training programs have seen an increase in sales of the skincare products.

The employees feel more confident



Dermoapo provides e-learning based training on skin-care products to their sales channel. The result: Increased sales.

about the products, and this also gives them the confidence to suggest additional products for the customers. Apodermo has also experienced a higher demand for sales tools.

This indicates that the people who meet the customers feel that the knowledge they acquired through the product training has benefited both the customers and themselves.

The product training solution from Mohive is extremely resource effective and flexible. The pharmacy chains that have accepted the offer have saved both costs and time.