



AMPLION

Amplion Sales Customer Success Story

CUSTOMER



Sales team at leading company offering reagent components for drug manufacturing and CDMO services.

CHALLENGE



Prospecting is taking too much time and top of funnel (TOFU) is sparse.



No standard for ideal accounts or ideal timing, so the team is wasting a lot of time on opportunities that don't convert.



It is averaging 6 months for new reps and reps with new territories to reach productivity, resulting in missed targets.

“

I'm super excited with how much we've improved our prospecting capacity and productivity. As a team we're now really clear on which accounts to target and

**the timing signals
are a game-changer!**

We closed our first deal within just two months of partnering with Amplion and the whole team has hit or exceeded their goals, while growing their pipelines.

- VP SALES

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np.dot(w, x) for y in
ing_data, epochs, mini_batch
one):
_test = len(test_data)
g_data)
(epochs):
file(training_data)
s = [
g_data[k:k+mini_batch_size]
atch in range(0, n, mini_batch_size):
data, mini_batch_size):
a: _test_data, mini_batch_size):
Epoch complete".format(
mini_batch, eta):
eros(b.shape) for b in self
eros(w.shape) for w in self
mini_batch:
_b, nb in zip(self.biases, self.weights):
nb+emb for nb, emb in zip(n
nw+emb for nw, emb in zip(n
[u-(eta/len(mini_batch))*nw
for w, nw in zip(self.weights,
b-(eta/len(mini_batch))*nb
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x, y):
eros(b.shape) for b in self
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all the
to all the z-vectors
(self.weights)
w, a)
) = sigmoid(z)
.append(activations[-
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delta
p.dot(delta, activations[-2
(2, self.num_layers):
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= delta
= np.dot(delta, activation
nabla_w):
data):
max(self.feedforward
in test_data
ions, y):
```

Win rate among
target accounts
increased by
22%
over first 3
months.

Reps reported they
were less stressed
with **less lumpy**
pipelines and got
more face time...

SOLUTION



Sales team of 11 leveraging the Amplion platform with standardized ideal account and timing profiles created across the team for optimal qualified opportunity identification



Ideal customer profile primarily consists of:

- **Drug class** - small molecule
- **Timing** - preclinical / pre-IND and failed clinical trials across any stage
- **Target organization type** - well-funded Biopharma, Big Pharma in the US
- **Sales triggers** - new program initiation, terminated clinical trial, funding new event, new hire of science or medical executive
- **Territory** - unique regions set for each rep

RESULTS



Team was able to immediately increase the quality and quantity of identified accounts and adjusted targets to focus on for each territory in response. **Win rate among target accounts increased by 22%** over first 3 months.



New, standardized automated approach to prospecting and key timing signals (alerts) helped all reps achieve or **exceed revenue goals**; average was **117% to plan** for the first full quarter using platform.



New, pre-qualified leads were consistently surfaced to fill funnel and eliminate lumpiness in sales pipeline; **funnel velocity improved by 35%**.



Reps reported they were less stressed with less lumpy pipelines and got more face time with new and existing accounts.