

Powermed 

Powermed Plus Limited is a **leading contract service provider** offering marketing, distribution and support services into Pharmacy, Grocery & Health Food sectors.



Industry Knowledge



Sales Solutions



Client & Trade Marketing



Warehouse & Logistics

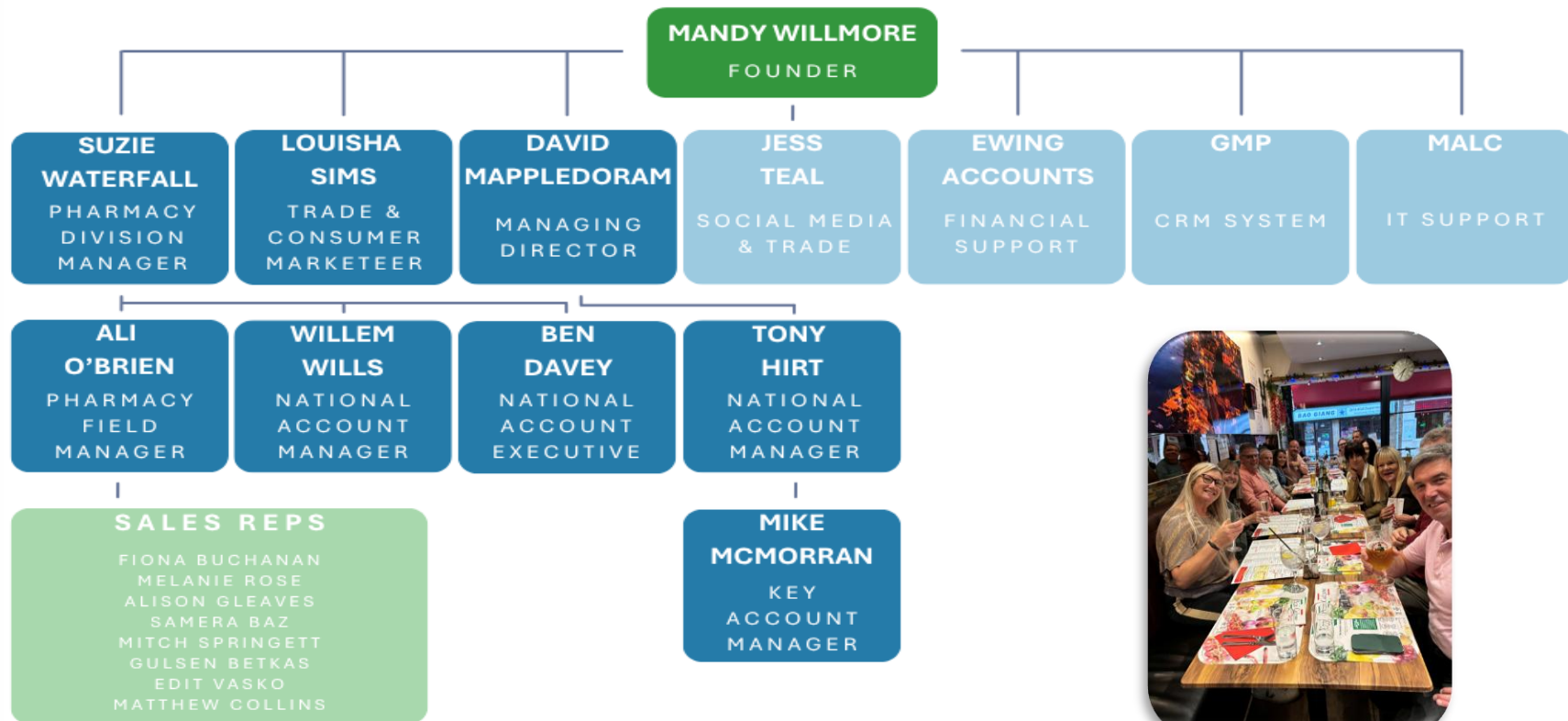
Founded over 20 years ago by Amanda Willmore, Powermed has been at the forefront of supporting the Pharmacy and Health Food sectors.

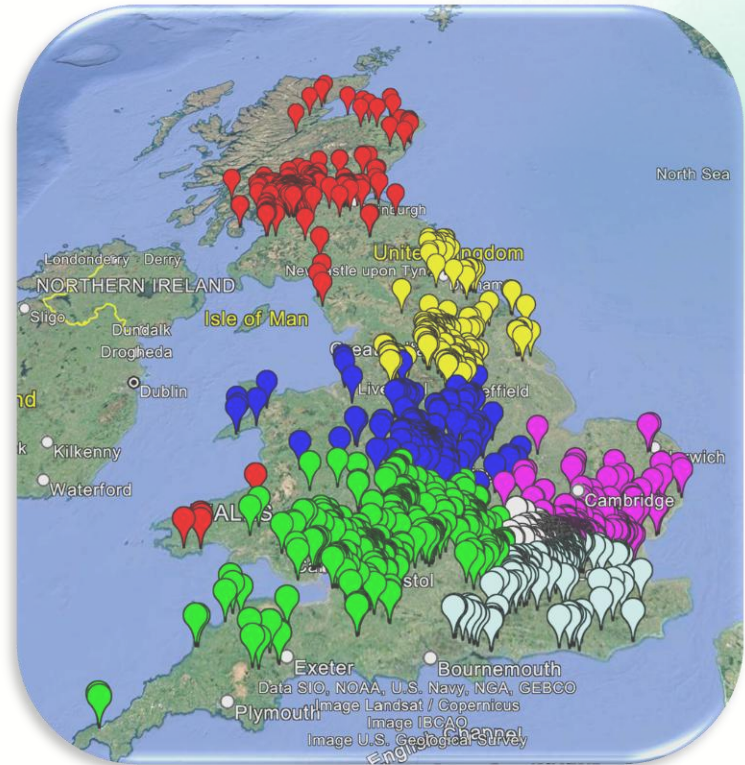
With over two decades of experience, we specialise in delivering comprehensive sales, marketing, and distribution solutions across the UK's Pharmacy, Health Food, and Grocery sectors. Our dedicated team is committed to propelling your brand's success through strategic partnerships and innovative approaches.



Powermed+

SALES & MANAGEMENT TEAM





Our Services – Field Sales Team



Photographs are taken and POS trays recorded on our CRM system

Our Services – Field Sales Team

- ✓ CRM System that we use is Field Strike
- ✓ Access to a comprehensive, up to date pharmacy database
- ✓ Journey Planning
- ✓ Order Processing – EDI direct to wholesalers daily
- ✓ Order History
- ✓ Targets and Objective Setting
- ✓ Personalised in field photography to support marketing collaboration and campaign visibility
- ✓ Point of Sell and Training tracking
- ✓ Photograph app for suppliers



Our Services – Route to Independents

- ✓ Direct route to over 2,000 national Independent pharmacies
- ✓ Low MOQ of just £80
- ✓ Flexibility – We can send out FOC stock and POS
- ✓ Powermed purchase stock sent directly to Powermed/Link3
- ✓ Invoicing, cash collection and stock rotation
- ✓ Managed directly by us via portal access
- ✓ Margin requirements of 20 – 25%
- ✓ Product Catalogue direct to over 2,500 pharmacies



Our Services – National Accounts

- ✓ Coverage across all key UK trade customers
- ✓ Greater access to buyers
- ✓ Trade knowledge across most categories
- ✓ 1 – 1 with your account manager
- ✓ Major pharmacy retailers - Boots, Well Pharmacy and Superdrug
- ✓ National pharmacy wholesalers - Alliance, AAH, Lexon, Sigma and Phoenix
- ✓ Regional groups most of which are covered by our sales teams
- ✓ Health food sector – Holland & Barrett and CLF
- ✓ Support with account plans and brand presentations



*****We also have a few brands listed in selected grocers which we can also approach*****

Our Services – Marketing Support

- ✓ In house marketing with team members Louisha and Jess
- ✓ Quarterly product catalogue advertisement that is sent to over 4,000 pharmacies
- ✓ **New Pharmacy Hub** available via our website – pharmacies can access business tools to help support their business:
 - ☺ digital advertising, e-detailing, test your product knowledge quiz and order platform
- ✓ Email Marketing support for independent pharmacies
- ✓ Consumer & Trade Shows – Pharmacy Show NEC in October
- ✓ Product Catalogue circulated to over 2,500 pharmacies



Louisha Sims



Jess Teague

Our Services – Training Support

- ✓ Training is important for our PCAs
- ✓ Simple, visible format work best that can be downloaded onto our CRM system
- ✓ Recommend one visit visual e-training followed by Test Your Knowledge Quiz
- ✓ Email Marketing support for independent pharmacies
- ✓ All training is downloaded on our CRM system for team to present
- ✓ Management team can monitor field's progress



Louisha Sims



Driving Incremental Sales

- ✓ Agree Focus trading channels
- ✓ Look at core range, pricing and promotional matrix depending on trading channel
- ✓ Train the sales team in a format that can be passed onto staff in store
- ✓ Understand true distribution of your product range – right product, right trade channel
- ✓ Use of point-of-sale material that is consumer friendly
- ✓ Regular coverage, relationships and product training via product quiz's
- ✓ Set realistic targets for the sales team and allow feedback – good or bad!
- ✓ Work together as one team – sell in and sell out are both important for brand survival
- ✓ Don't try and build Rome in a day!



Why Partner with Powermed?

- ✓ Demonstrate experience and passion for our business
- ✓ Powermed is Still self owned
- ✓ Regular coverage, honesty and continuity of personal for our pharmacist
- ✓ We sell and add value to your brand
- ✓ Help to knock down buyers' doors
- ✓ Have experience in most trade categories





We look forward to hearing from you!