

Sales Force Structures and Strategies

Optimize commercial effectiveness with insights into the sales force structures and strategies of the top 40 pharmaceutical manufacturers

Sales Force Structures and Strategies (SFSS) is a national-level information offering, integrated on SMART to provide comprehensive and data-driven insights into the sales force strategies of the top 40 pharmaceutical manufacturers. Designed to optimize brand performance through granular-level insights into sales force deployment strategies, SFSS can meet the following business uses:

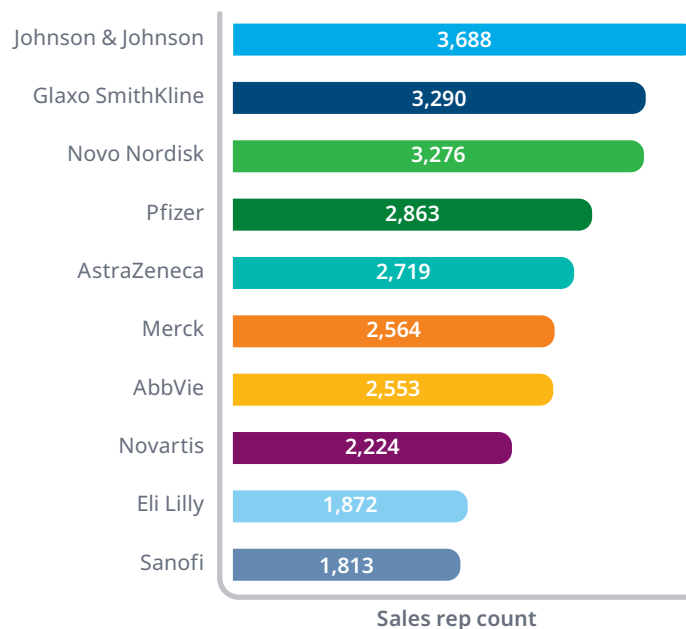
<p>Evaluate competitive strategies</p>	<p>View companies across the competitive landscape to assess how sales force teams are allocated throughout a product’s lifecycle</p>
<p>Properly size sales force</p>	<p>Guide coverage decisions for sales force representative counts against strategic priorities</p>
<p>Assess impact on performance</p>	<p>Use in combination with SMART promotional and sales assets to assess the impact of sales force team effectiveness on detailing and brand performance</p>

Features and benefits

SFSS reports on the top 40 pharmaceutical manufacturers annually to offer a relevant view into the structures of leading sales force teams. This includes:

- View into the products they are actively promoting
- Priority order of products promoted by sales force
- Market-level views of sales force team assignments
- Sales representative volume counts by sales force, regional manager, district manager, and FTE
- Utilization of Contract Sales Organizations
- Ranking Table and Attribute Ranking Table Reports to understand HCPs’ perceptions of sales forces

Sales Force Structures and Strategies (SFSS)



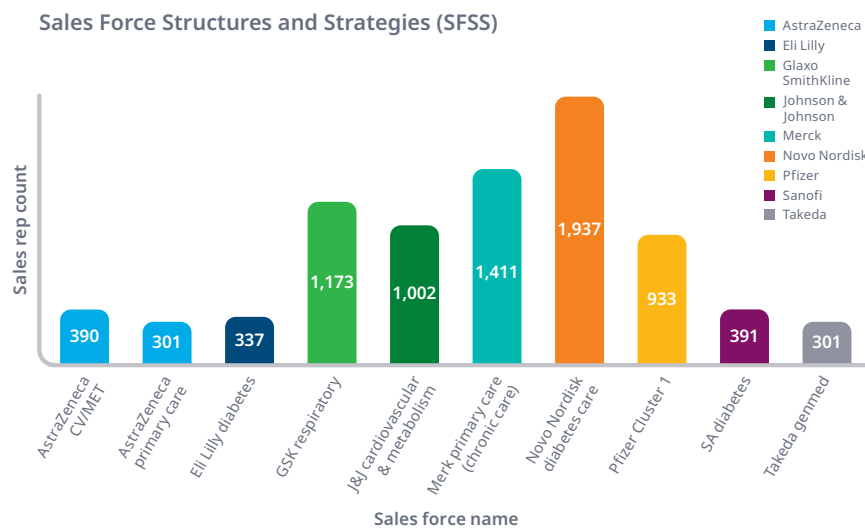
Audience

- Strategic planning and sales leaders to guide coverage decisions and sales force team sizing
- Brand marketing teams for competitive benchmarking and adapting strategic and business plans proactively

Integrated on SMART

With SFSS launched on SMART, clients will benefit from the power of a business intelligence platform, coupled with access to national-level, core promotional and sales databases to realize a rich framework of insights into the impact of sales force effectiveness on brand performance.

SFSS on SMART offers a quarterly database updates with delivery 15 days after the end of the quarter (e.g., April 15, July 15, October 15, and January 15) and six years of history that can be applied to interpret historical trends in Sales Force size and structure against market changes.



- National-level view of top 40 Sales Force portfolios
- Flexible market research capabilities inherent in SMART for modeling sales strategies
- Sales rep volume metrics designed for tailoring brand performance to market drivers
- Historical view (6 years) of sales force structures for insight into demand fluctuation

Off-the-shelf reporting

Ranking Tables, Attribute Ranking Tables, Interim Reports, and the Executive Summary Report types will continue to be published for additional insights into the promotional effectiveness of sale force performance.



Coverage statistics

- 21** Data elements for analysis and reporting on SMART
- 10K** Approximate number of respondents involved in data capture
- 6** Years of available history on SMART