

# iForce Team Selling™

iForce Team Selling™ is a targeting and customer management platform that enables sales teams, field management and home office to collaboratively select targets, assign calls and coordinate field activity; resulting in actionable targeting, coordinated customer activity, richer customer experience and streamlined sales execution across sales teams.

A teamwork based dynamic call plan improves selling effectiveness by

- Enabling collaboration on the call plan through target assignment based on relationships; achieving better access, timing and co-ordination between individuals or team (POD type) structures
- Capturing knowledge jointly about customer preference to better leverage customer relationships and access considerations
- Being aware of the call activity by the team directed towards individual customers to present a unified face to the physicians

Ability to Collaborate and Report at all levels

Product Level Decision Support

Customizable Business Rules

Workload Balancing

Collaboration Pane

Physician Level Reporting

## marketRx approach

marketRx provides product-enabled services that facilitates collaboration, reporting & analysis at the territory level and aggregation to district, region and corporate levels.

Our approach to iForce Team Selling™ is designed around four key principles:

- Allow field management to view the call plan and suggest changes to the call plan
- Enforce sales representative, product and physician level constraints while modifying the call plans
- Capture field intelligence in the call plan before its executed upon
- Derive field intelligence inputs to improve subsequent call plans

This approach allows DMs to view all the sales plans within his territory. The solution allows DMs to adjust or refine the call plan by trading calls within a territory (between representatives) while enforcing all the business rules at the territory level.

Sales Operations & Management

Product Management

Market Research

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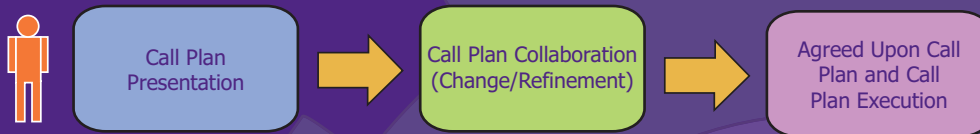
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**marketRx**  
Enabling Targeted Marketing

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### Process Flow

marketRx proposes a two-fold approach to achieve these results:

- Integrate this solution with the Call Planning solution to capture and render call plan information to field management.
- Allow the field management to modify / refine the call plan to capture field intelligence and tactical needs to better deliver details to the customer.

### marketRx offering:

We provide a web-based modular and scalable solution that:

- Renders call plan to field users based on their user profiles. User profiles' credentials that drive data access are user ID, territory and field force.
- Allows the field users to edit the call plan, for instance
  - Change the number of calls
  - Add a physician to the call plan
  - Delete the physician from the call plan and trade these calls with the other sales representatives

Changes follow a well defined workflow and approval process to ensure that all tactical and strategic aspects of the change are approved by their manager as needed.

- Checks for business rules before submitting the edited call plan, such as
  - Force the user to select the reason code from the reason drop down for certain type of changes
  - Net Call Impact at a territory level may be allowed within certain range
  - Net PDE impact at a product and doctor level may be allowed within certain range
  - Net workload for the representative may be allowed within certain range
  - Rules to allow changes only to certain percentage of targets
- Allows the field users to submit the edited call plan

The success of a call plan depends as much on the planning element as on the execution. A call plan based on iForce Team Selling™ increases the adherence to the call plans by sales reps. A successful call plan execution depends on the ability to:

- Incorporate a lot of un-captured field intelligence in the call plan
- Generate the "buy in" and "ownership" among the field users

### Key benefits of our offerings include

**Sales Representative Coordination:** The field force including the District Managers are able to leverage the tool to not only discuss the field activities but also evaluate various filed scenarios, tradeoffs and their impact on overall corporate direction. This enables them to make better decisions while providing concrete directions to the sales reps.

**Team Planning:** The proposed solution provides team level visibility and hence enables the team to better understand the rationale for the call plans. It also facilitates temporal coordination to ensure optimal timing for individual customers thereby achieving a higher impact for the call activity.

**Market Intelligence Capture Mechanism:** The proposed system allows sales reps to enter market intelligence information and modify the call plans to reflect market realities.

**Organizational Impact:** With better awareness, a better appreciation of planning and the option to contribute to the tactical plan, the field force is likely to see more ownership, motivation and better alignment with company objectives.

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