

## **Sales Operations**

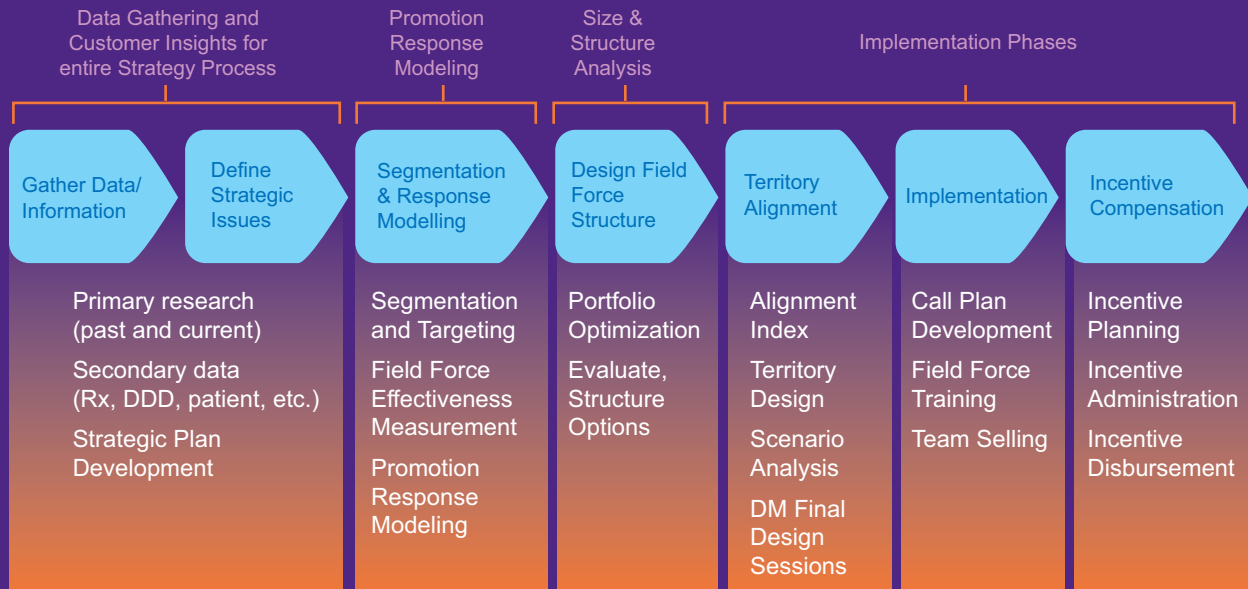
- **Sales Force Size & Structure**
- **Call Planning & Team Selling**
- **Performance Management**
- **Data Management & Reporting**
- **Sample Optimization & Team Sampling**
- **Field Collaboration Platform**



# Sales Operations & Management

**An integrated sales force planning and optimization solution that combines analytics, technology and the knowledge of complete sales operations workflow to deliver fast, accurate and actionable sales strategies and tactics**

**marketRx provides an integrated solution set, covering strategy and implementation:**



**that handles typical challenges in sales force optimization with ease:**

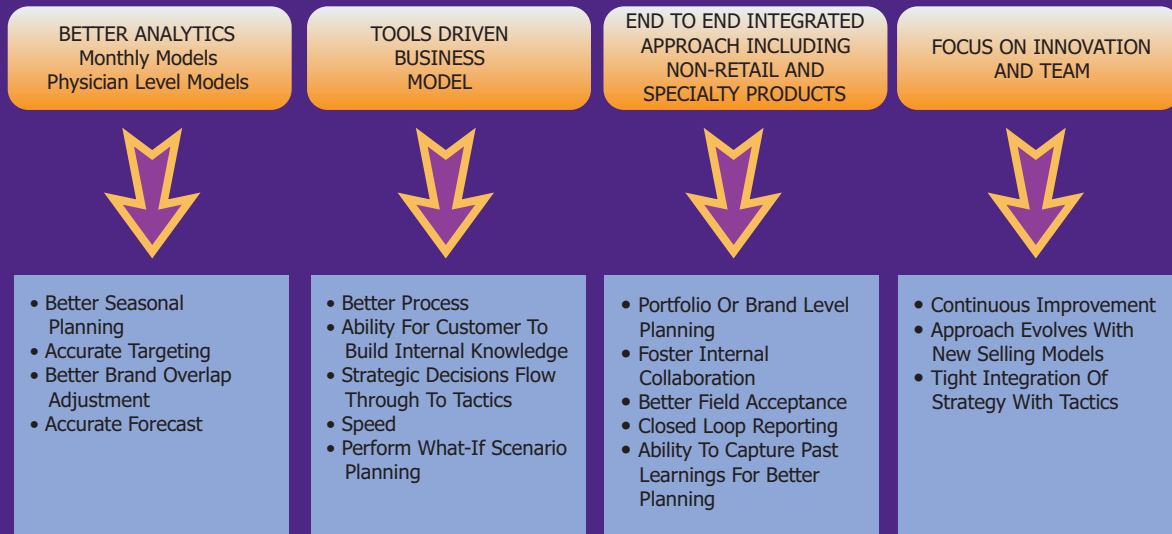
- How many sales reps are needed to maximize portfolio profitability?
- What is the financial impact of merging sales teams?
- How should details be allocated optimally amongst prescriber segments?
- How should I change my sales strategy if a product launch is delayed?
- What is the impact on portfolio profitability if promotional levels for a given brand are increased?
- How would I align my sales force optimally across various territories to meet my reach and frequency goals to the target physicians?
- How do I economically create and administer incentive compensation plans to boost my sales rep productivity?

**Working closely with you, marketRx can:**

- Develop the best sales force strategy over next few years, including sales force size, structure, and effort allocation
- Determine the optimal level of sales force investment for key brands, taking into account the other promoted brands in the portfolio
- Conduct scenario "what-if" analyses around events, launches etc and provide a platform for strategic planning
- Perform tactical planning for sales forces and provide a platform for collaboration with the field for actionable targeting that is better accepted by the field
- Facilitate implementation of key recommendations like redesigning territory, district, and regional configurations, developing call plans, and managing an effective rollout
- Provide effective performance management systems, right from goal setting to incentive compensation plans administration

*I enjoy working with marketRx in building our global sales force capabilities. They bring excellent methodologies and tools, a dedicated professional staff, & a willingness to align their goals with our partnership needs.*

*- Global Sales Strategy Leader, Top-10 Global Pharmaceutical Customer*



#### Allowing you to leverage our differentiated solution features:

- Product enabled business model inherently focuses on building client capabilities
  - Knowledge management at project level to ensure future success
  - Tools and learnings applicable across geographic teams and affiliates
  - Completely customizable tools that incorporate client specific issues
  - Web-based applications ensure consistency and seamless communication
  - Continuous investment in new product development and enhancements
- Tried and tested methodology for delivering projects with highest ROI
  - Robust market and brand analysis, including promotion response modeling, to provide insights for making strategic and tactical decisions
  - Sales force size and structure, targeting, and call planning decisions are all made from the same data and assumptions
  - Global company-wide sales management & operations process unification
- Training programs, project management and product design enable rapid scale-up
- Extensive experience across all major global markets and therapeutic areas
- "Close the loop" - measure and evaluate all promotional channels
- Seamlessly integrate strategy and implementation in a simple & transparent way
- Break information silos in the organization through dashboards, reference databases, best practice metrics, and expert analytics supported consulting when you need it
- Collaborative computing process and solution workflow allow for leveraging local market knowledge and the global team's strategic view
- Evaluation of M&A in-license and out-license as well as impact of brands overlap

#### Some examples of our key sales force optimization engagements include:

- Strategic Planning and Sales Force Optimization study spanning 15 countries
- Tactical call planning for a complex sales forces consisting of 6 mirrored sales forces
- Response Modeling and Forecasting study for a key drug for a big pharma company
- Sales force optimization across 5 national sales forces covering 8 brands
- Licensed our product to a big pharma company for use across their global operations

The industry's most comprehensive sales effectiveness solution suit that provides objective and ROI based strategic and tactical planning, field force effectiveness tracking at district, territory and home office levels, and incentive compensation solutions in as integrated, seamless offering for leading pharmaceutical companies in broad or specialty markets

Sales Operations & Management

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