

SALES FORCE COMPENSATION

THE CHALLENGE:

- **INACCURATE, INEFFICIENT INCENTIVE COMPENSATION**

A pharmaceutical company has several thousand sales representatives selling prescription drugs to hundreds of thousands of doctors. The physicians were grouped either according to office location or specialty, and the client manually managed sales goals and compensation for their sales force. In the event a doctor relocated their practice, thereby shifting sales territories, the necessary adjustments to sales goals and compensation were often significantly delayed and sometimes miscalculated.

THE SOLUTION:

- **CUSTOMIZED SALES FORCE COMPENSATION PROGRAM**

Aspect designed, developed, and implemented a customized Sales Force Compensation Program. This application managed the alignment of physicians, either by specialty or geography, loaded external IMS data, and enabled immediate restructuring of sales goals and compensation for every territory. Determined by algorithms, the client manager easily realigns physicians as territories shift, while the program automatically adjusts the number of prescriptions sold, giving credit – and proper compensation – to the appropriate sales force.

THE BENEFIT:

- **ACCURATE, TIMELY INFORMATION**

Not only did this pharmaceutical company receive a fair, accurate, and cost effective way to compensate its sales representatives, it also significantly improved the client manager's ability to perform their job function. By improving and simplifying this process, both the managers and the sales force spend less time on administrative issues and more time focusing on key responsibilities.

