

THE CHALLENGE:

- HOW TO MAXIMIZE REVENUE OF YOUR SALES FORCE

A pharmaceutical company needed to determine how many sales representatives are needed in various territories and how to reach the greatest amount of doctors in the most efficient fashion. Sales force is a company's most expensive promotional source. The project goal was to have a lean sales force with focused targeting of physicians to call on. Hence the sales department needs better direction with regards to which doctors to call on.

THE SOLUTION:

- A DATA REPOSITORY THAT RELAYS HOW TO CONTACT PHYSICIANS AND DIRECT SALES

Aspect created a data mart containing historical data for both the competitor and internally. The call data is used for analysis and evaluation of territories and sales force alignment, and re-identifying the potential customer base. Assessment of deployment (targeting, size, structure, alignment), support (marketing support, communications, sales force automation), motivation (incentive compensation, recognition, professional development, confidence in management), and ability (recruiting, training, assessment) was also completed. The findings then allowed for review and fine tuning of territory locations and boundaries. The data mart also allowed for better analysis of call data and analytical reporting.

THE BENEFIT:

- EFFICIENT AND COST SAVING SALES PROCESS

Now the pharmaceutical company has a productive sales force and data mart that can constantly measure the territories, physicians and institutions more successfully. By providing quality sales targets that are efficiently aligned to the sales force, saving was realized in both time and money. The data mart now provides a variety of analytical reporting that previously did not exist.