



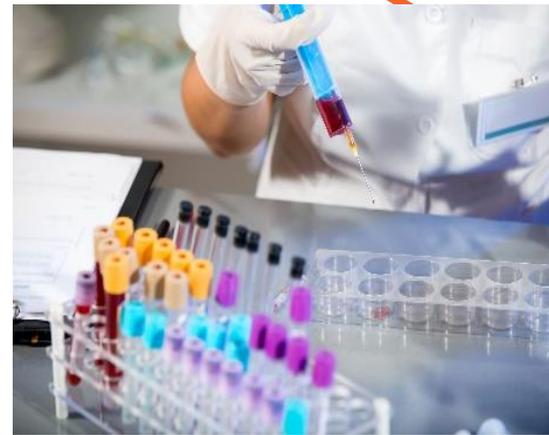
TIPS TO IMPROVE SALESFORCE EFFECTIVENESS FOR PHARMA COMPANIES

Salesforce Effectiveness

Why is salesforce effectiveness important for pharma companies?

Modern businesses rely largely on sales force effectiveness to identify and cater to the constantly changing needs of the end users of healthcare services. Salesforce effectiveness provides companies with significant opportunities to improve organic growth and increase their profit margins.

Salesforce analytics solutions also help pharma companies to prioritize and access physician needs and develop solutions based on the needs. Earlier, sales in pharma companies was centered around modeling and analyzing the allocation of reps, territories, products



With the demise of blockbuster drugs and the shift from selling “product brands” to “corporate brands,” sales force optimization techniques and analytics are changing.

and time. Today, it requires better analytics in classifying and targeting customers, better application of time/rep/territory algorithms, and a selling experience that supports and builds the corporate brand.

The sales force of pharma companies has to identify and understand what's motivating their buyer. Sales forces need to be able quickly to identify the type of customer they are calling on so that they can quickly get the attention of the customer and

demonstrate a genuine understanding of their needs. Once the needs of the customers are understood, pharma companies can craft holistic selling experiences.

That's just what [Quantzig](#) provides for your business. Our analytics solution is uniquely designed to help identify customer requirements and tailor-make solutions to cater to their needs.

Tips to achieve salesforce effectiveness in pharma companies:

Need-based customer segmentation: Pharma companies must conduct an extensive survey of their customers to understand what motivates them. These factors should be used to create segments of “**like-minded**” buyers and organizations. It's important to have these segments mapped to the organization's CRM system and be part of the evolving CRM strategy. How customers want to be serviced matters as much as the size and opportunity when we are looking at complex sales forces.

CRM analytics: The **CRM system** is often regarded as the backbone of salesforce optimization, particularly with large pharma companies. Not only should companies understand key customer segments, but they also need to be able to find them and manage them over time. Firms need to know what they've already sold, who (and where) the real buying centers are and ensure to be as customer-centric as possible.

Salesforce sizing and allocation: Though the way to optimize salesforce is drastically changing to technology-driven methods, it is still vital to employ people to sell products and drive revenue. Pharma companies must decide on the model, the size, and allocation of their salesforce. This allows businesses to communicate a clearer picture of the customers to be targeted and how to effectively do it. Optimal territory design and **customer-centricity** should be at the heart of the new planning regimes employed.

Optimize allocation: The shift from the product (how many sales reps are required) to customers (what is the optimal blend of products to detail to them) is crucial. This is especially important with the declining salesforce numbers. Pharma companies need to optimize the allocation of precious sales force resources. They also need to employ a multi-channel service solution to optimize ROI by most efficiently servicing healthcare providers and commercial partners/customers.

LATEST INSIGHTS



Why are Pharma Companies Ready to Invest in Real World Evidence?

Real world evidence is a powerful analytical tool, which can indicate the effectiveness of the drugs under various conditions. But, how is it beneficial for pharma companies?

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Big Data Analytics in Pharma

In our latest engagement, our big data analytics engagement helped a leading pharma company gain actionable insights into ways to improve the overall customer experience. Want to know more?

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Success Story

Big data analytics engagement for a leading pharma company

Challenge:

The client wanted to analyze a wider variety of data sources to improve the accuracy of predictions.

Benefits:

Helped the client apply analytical tools and techniques and analyze their customers' needs and study the buying behavior patterns.

Insights:

The solution offered helped the client to innovate products, enhance customer experience, and devise risk management strategies.

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About Quantzig

For more 15 years, we have assisted our clients across the globe with end-to-end data management and analytics services to leverage their data for prudent decision making. Our firm has worked with 120+ clients, including 55+ Fortune 500 companies.

At Quantzig, we firmly believe that the capabilities to harness maximum insights from the influx of continuous information around us is what will drive any organization's competitive readiness and success. Our objective is to bring together the best combination of analysts and consultants to complement our clients with a shared need to discover and build those capabilities and drive continuous business excellence.



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