

The Pharmaceutical Representative Measuring Stick Should the Industry Shift Focus in a New Business Landscape?

The world of healthcare is a fast-changing one, especially now. As the healthcare industry continues to change, sales efforts of big Pharmaceutical companies may not be as effective as they were in the past. Pharmaceutical sales reps are expected to be well versed in compliance, clinical pharmacology, anatomy, physiology, medical terminology, specific product knowledge, and relationship selling. However, this wealth of knowledge may not be enough anymore to justify the high cost of training and maintaining a sales force. As a result, companies may need to revisit their traditional approaches to ensure they are well positioned for sales success.

The changes in the healthcare industry are altering pharmaceutical sales reps' access to doctors. As physicians struggle to see more patients in less time, fewer are willing to spend time talking with drug company representatives. According to one recent survey, 25 percent of doctors said they no longer see sales reps, resulting in sales reps often spending more time managing administrative issues than in front of a doctor¹. The high costs pharmaceutical companies face in maintaining an effective sales force are primarily due to ensuring that expected results are always delivered. Even more complicated is the task of measuring the productivity of sales reps. A very small percentage of a typical rep's workday involves selling to key customers and with the average sales rep costing more than \$250,000 a year, assessing resource allocation and productivity levels is crucial for growth.

**So the question remains—with so much uncertainty in the industry,
how do you measure the effectiveness of your sales reps?**

A Comprehensive, Balanced Approach

Alexander Proudfoot is a pioneer in implementing proven and sustained operational improvement programs. For more than 65 years, we have partnered with companies to execute their business strategies by improving management effectiveness and embedding changes in behaviors required to establish sustainable change. We ask the hard questions, such as:

- What is the true ROI of your sales force?
- Do you have the right marketing collateral and is the collateral being used effectively?
- Are your processes still efficient and are resources properly allocated despite changing conditions?

Most companies already have initiatives in place to answer these questions. However, what many of them fail to realize is they often lack the objectivity to provide an unbiased assessment of the true utility of their selling infrastructure. The team at Alexander Proudfoot can help by providing a comprehensive, objective assessment that will answer these questions and develop real solutions to improve the return on your sales force. We develop and implement tools to accurately measure the efficiency and effectiveness of your resources based on performance data. We can arm you with the information necessary to navigate a continually evolving healthcare landscape and make well-informed decisions for long-term success.

You have invested valuable time and resources to train your team of sales reps. We will help you evaluate how they are operating and groom them for long term success.

**For more information on how to assess the effectiveness of your organization,
contact Alexander Proudfoot at +1 404 260 0600 or info@alexanderproudfoot.com**

¹Pharma scales back drug samples to physician offices, O'Reilly. Amednews.com