

Case Example: Promotional Effectiveness

Situation

A biopharmaceutical company was interested in evaluating the promotional effectiveness of their oncology sales force. Our client was interested in determining the optimal selling time allocation across their three brands given each product's sensitivity to promotion.

Approach

Trinity performed a detailed analysis of sales force call activity data to determine the optimal selling time allocation across their three brands. Trinity revised their sales force's target list and developed an incentive compensation plan that would ensure the successful implementation of the newly identified optimal selling time allocation.

1

Sales Force Detail Allocation

2

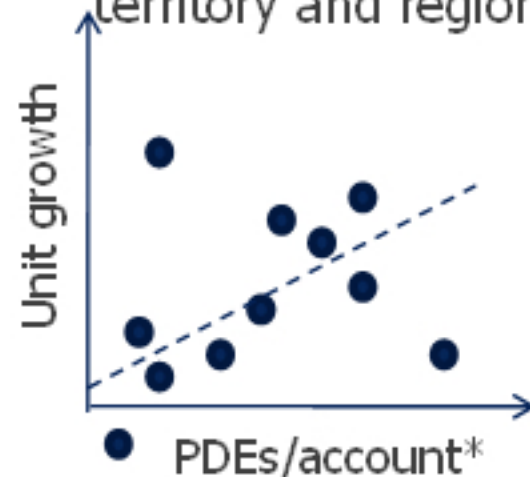
Revise Target List

3

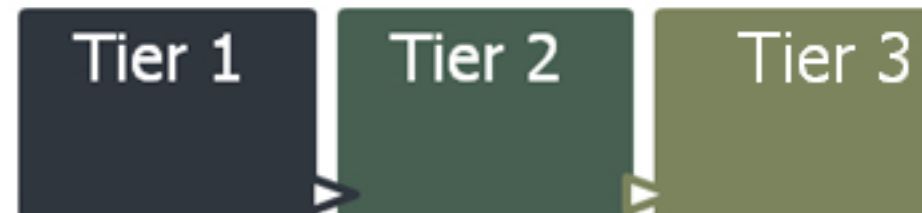
Develop Incentive Compensation Plan

Methodology

- Performed a detailed analysis of sales force call activity across different target types at the territory and regional level



- Developed metrics for analyzing territory potential to identify key accounts; create data-driven preliminary target lists and refine with regional managers



- Allocate national unit quota across territories based on assessment of relative opportunities for growth within each territory
 - Market share
 - Market growth [% vs. unit]
 - Target hospitals

Result

Trinity aligned the company's sales force target lists and incentive compensation plan with the company's 2009 selling strategy.