

Pharma Sales Force Effectiveness

2024

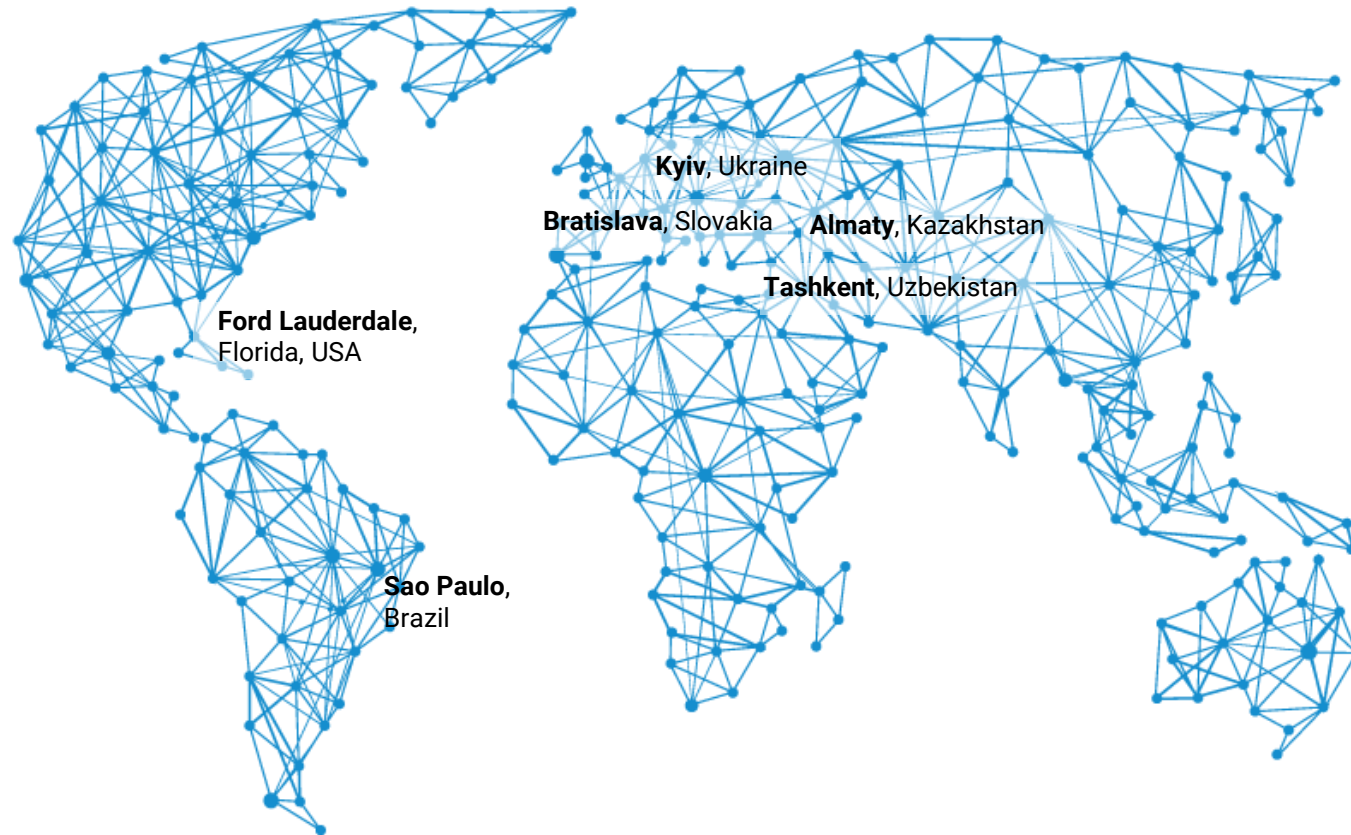
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Regional Sales Manager - AMS



Proxima Research

Provider of technological innovations for healthcare



25+

years of healthcare expertise

40+

countries of coverage

300+

business partners

Strategic partners:





Pharma Sales force Effectiveness

Challenges

Pharma main Challenges and Implications

Pharma Sales force Challenges

**Increasing Competition
& HCP tight schedules**

Implications

- Very Limited time/frequency for HCP touchpoints
- Limited ability to properly profile HCPs
- Product-centric interactions



Pharma main Challenges and Implications

Pharma Sales force Challenges

**Increasing Competition
& HCP tight schedules**

**Lack of confidence in
Pharma Industry**

Implications

- Very Limited time/frequency for HCP touchpoints

- Limited ability to properly profile HCPs

- Product-centric interactions

- Less influence of sales representatives in HCP prescriptions

- Pharmaceutical companies to disclose payments made to healthcare professionals



Pharma main Challenges and Implications

Pharma Sales force Challenges

Increasing Competition & HCP tight schedules

Lack of confidence in Pharma Industry

Broader and more sophisticated portfolio

Implications

- Very Limited time/frequency for HCP touchpoints

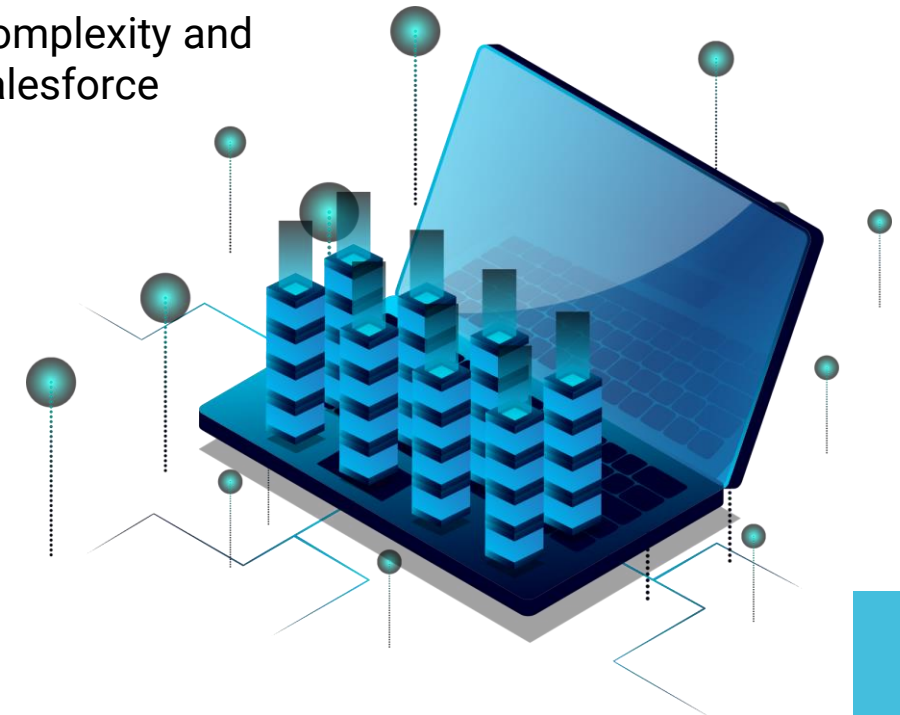
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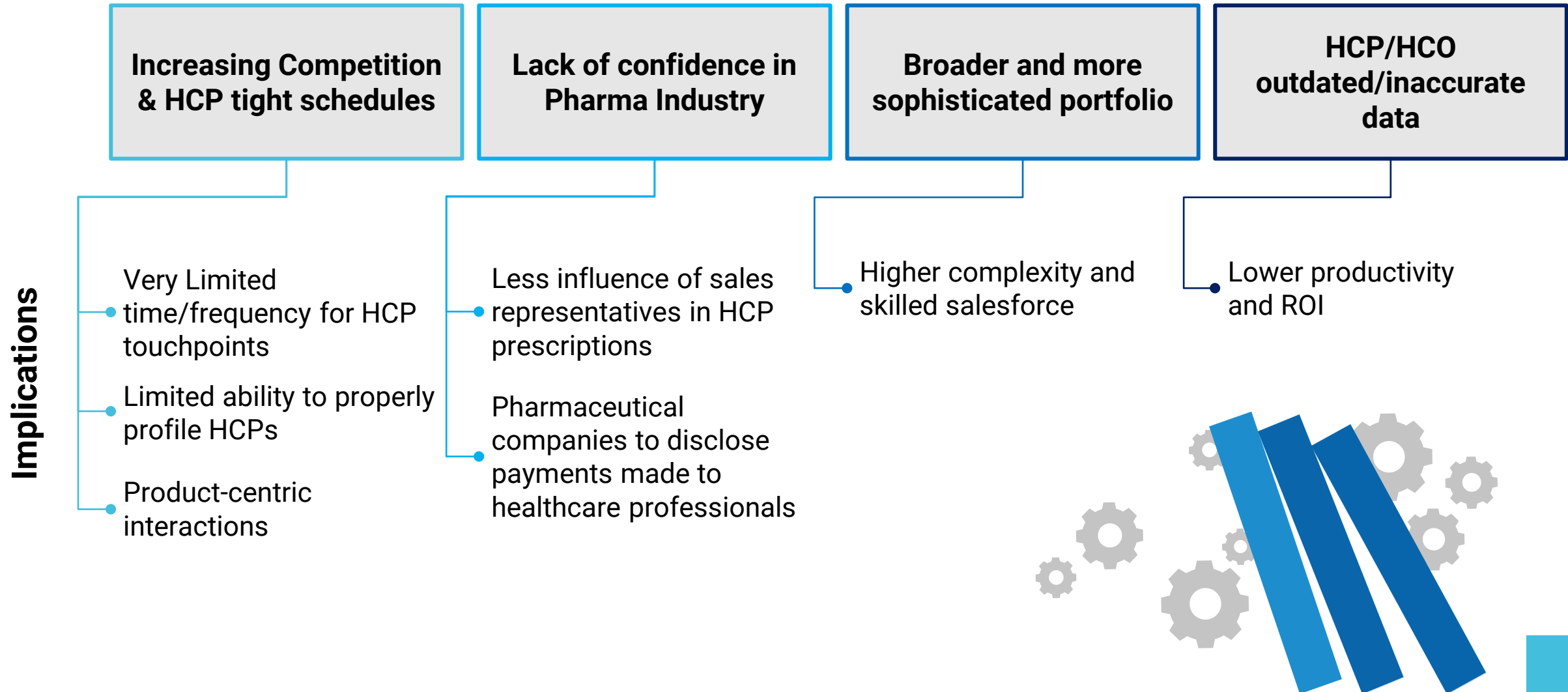
- Pharmaceutical companies to disclose payments made to healthcare professionals

- Higher complexity and skilled salesforce



Pharma main Challenges and Implications

Pharma Sales force Challenges



Pharma main needs and Suggested Actions

Challenge

Increasing Competition & HCP tight schedules

Need

Become relevant to HCPs

Suggested actions

- Understand HCP's practice needs.
- Make good use of HCP's time by providing actual value/nurture
- Provide value and consistency across omnichannel.
- Increased knowledge on patients to properly target and address HCP's needs..
- Active collaboration with MLS and Marketing teams.



Pharma main needs and Suggested Actions

Challenge

Increasing Competition & HCP tight schedules

Lack of confidence in Pharma Industry

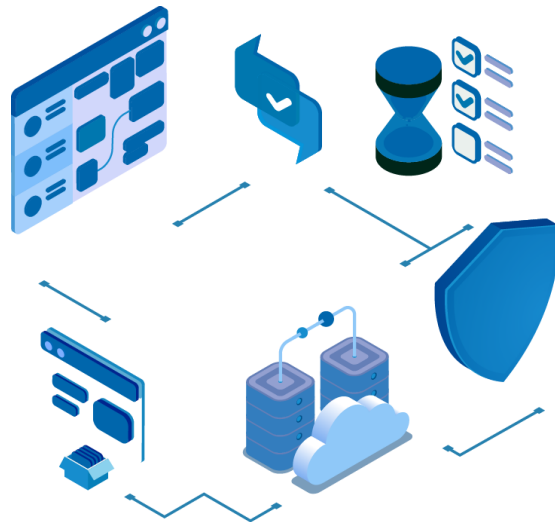
Need

Become relevant to HCPs

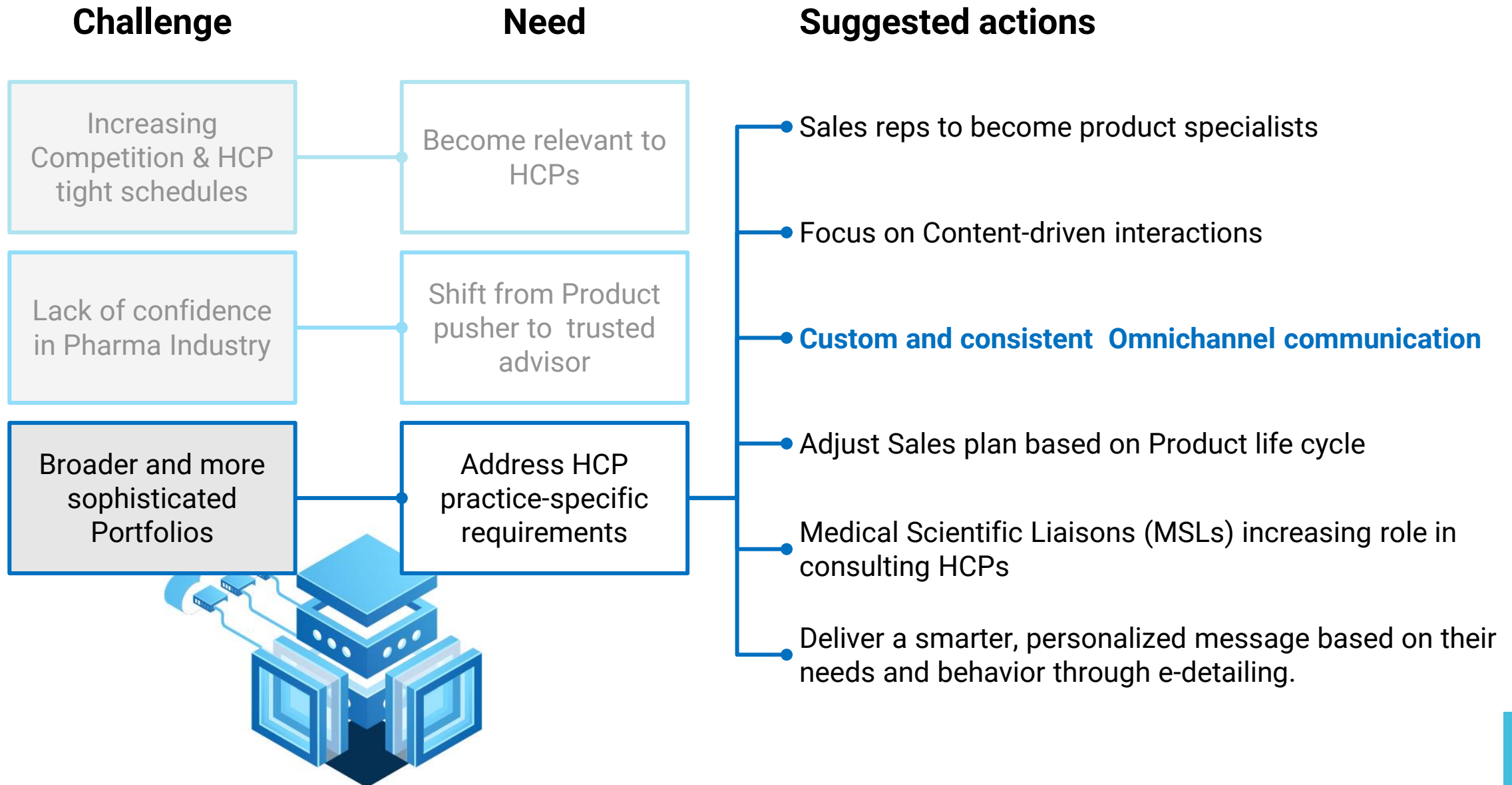
Shift from Product pusher to trusted advisor

Suggested actions

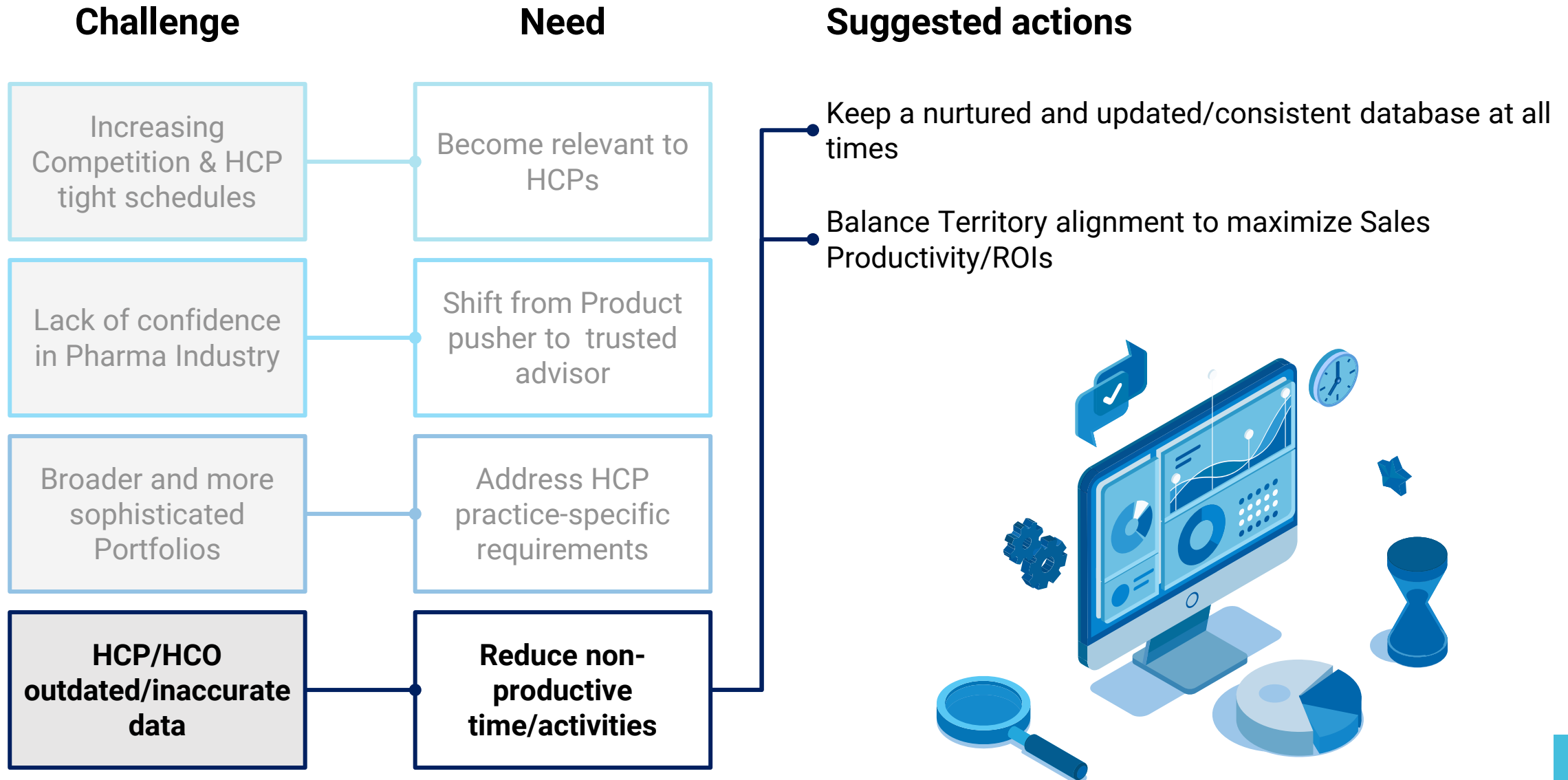
- Keep honest & unbiased communication.
- Focus promotional material on peer-reviewed studies, clinical guidelines and independent studies.
- Provide easy and instant access to comprehensive drug information
- Active collaboration with MLS and Marketing teams.



Pharma main needs and Suggested Actions



Pharma main needs and Suggested Actions



Pharma Sales Force Effectiveness

Trends

2024



Adopting Customer Centric Approach

Switch from pitching a drug's product value to adopting need-oriented selling.

It requires more intimate collaboration between sales teams, marketing and scientists to influence HCPs' prescription habits.



Adopting Customer Centric Approach

Switch from pitching a drug's product value to adopting need-oriented selling.

Focus on how best to deliver value to the physician.

Based on field data, segments and territories, pharma companies must paint an individual, centralized picture of each physician and then use this information to create appropriate and relevant communications.



Adopting Customer Centric Approach

Switch from pitching a drug's product value to adopting need-oriented selling.

Focus on how best to deliver value to the physician.

Ensure that physicians receive the information they need at the right time and in their favored format.

This customer-centric approach enhances the role of the sales reps. They become trusted partners in a two-way dialogue, which increases their influence and improves job satisfaction.



Adopting Customer Centric Approach



Switch from pitching a drug's product value to adopting need-oriented selling.

Focus on how best to deliver value to the physician.

Ensure that physicians receive the information they need at the right time and in their favored format.

Gather more, and more in-depth, data on both patients and prescribers.

Analyze market potential and performance, and the latter to recognize key influencers among healthcare professionals (HCPs) and to feed that into the reps' sales plans.

Adopting Customer
Centric Approach

Omnichannel Content- driven interactions with HCP

Consistent omnichannel communication.

Channels are connected and designed to work together. Content in one channel relates to content in another, eliminating the need to repeat the same information everywhere. Instead, you can guide HCPs through your ecosystem, designing personalized customer journeys.



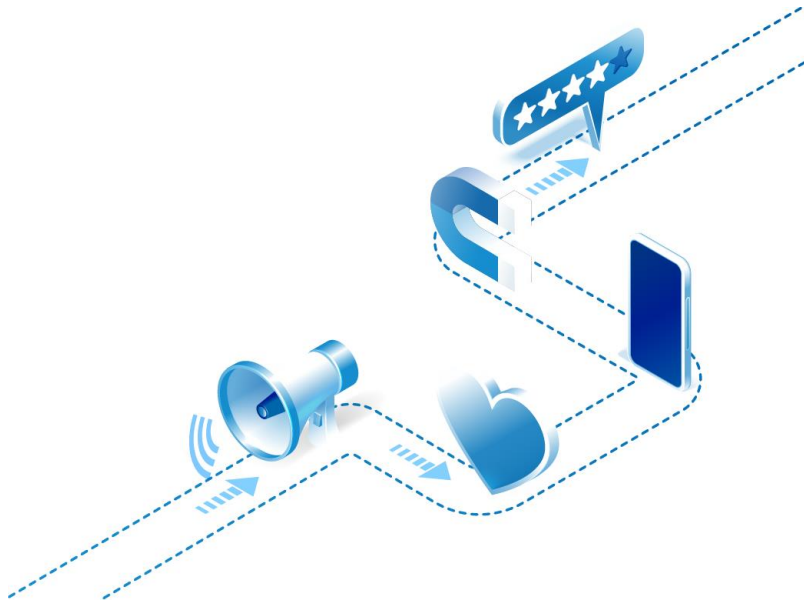
Adopting Customer
Centric Approach

Omnichannel Content- driven interactions with HCP

Consistent omnichannel communication.

Fully customized customer journeys.

Guide HCPs through your ecosystem, designing personalized customer journeys. Omnichannel enables cross functional teams to work in a truly customer-centric way, orchestrating and sequencing content to precisely meet specific people's needs



Adopting Customer
Centric Approach

Omnichannel Content-
driven interactions
with HCP

**Use of analytics to
drive sales force
approaches**

Crosschecked multisource data.

Old-fashioned segmentation models which simply target high prescribing physicians will be replaced by more advanced and more impactful models. For example, a more statistically-driven approach that targets under-served physician segments is more likely to get a positive response to sales visits – and can add a vital few percentage points to sales.



Trends

Adopting Customer
Centric Approach

Omnichannel Content-
driven interactions
with HCP

**Use of analytics to
drive sales force
approaches**

Crosschecked multisource data.

Detailed HCP profiling.

Segmenting physicians and other new stakeholders into behavioral and attitudinal segments will allow for tailored messages to be developed and more meaningful interactions to be held. This concept of differentiated detailing can be enabled and brought to the next stage with the help of innovative technology..



Adopting Customer
Centric Approach

Omnichannel Content-
driven interactions
with HCP

Use of analytics to
drive sales force
approaches

**Utilizing new
technologies for
Pharma sales
excellence**

Steady growth of artificial intelligence/machine learning (AI/ML) capabilities.

Earlier era of CRM-generated “recommendations” for sale reps’ actions, to be replaced by a Virtual Sales Assistant that saves times in rutinary/time consuming routines, and generate advanced predictive models to evaluate sales force effectiveness by varying organization size, hierarchy, geography, workloads by incorporating business rules and constraints for finding out the Key Result Areas(KRA).



Market Trends

Adopting Customer
Centric Approach

Omnichannel Content-
driven interactions
with HCP

Use of analytics to
drive sales force
approaches

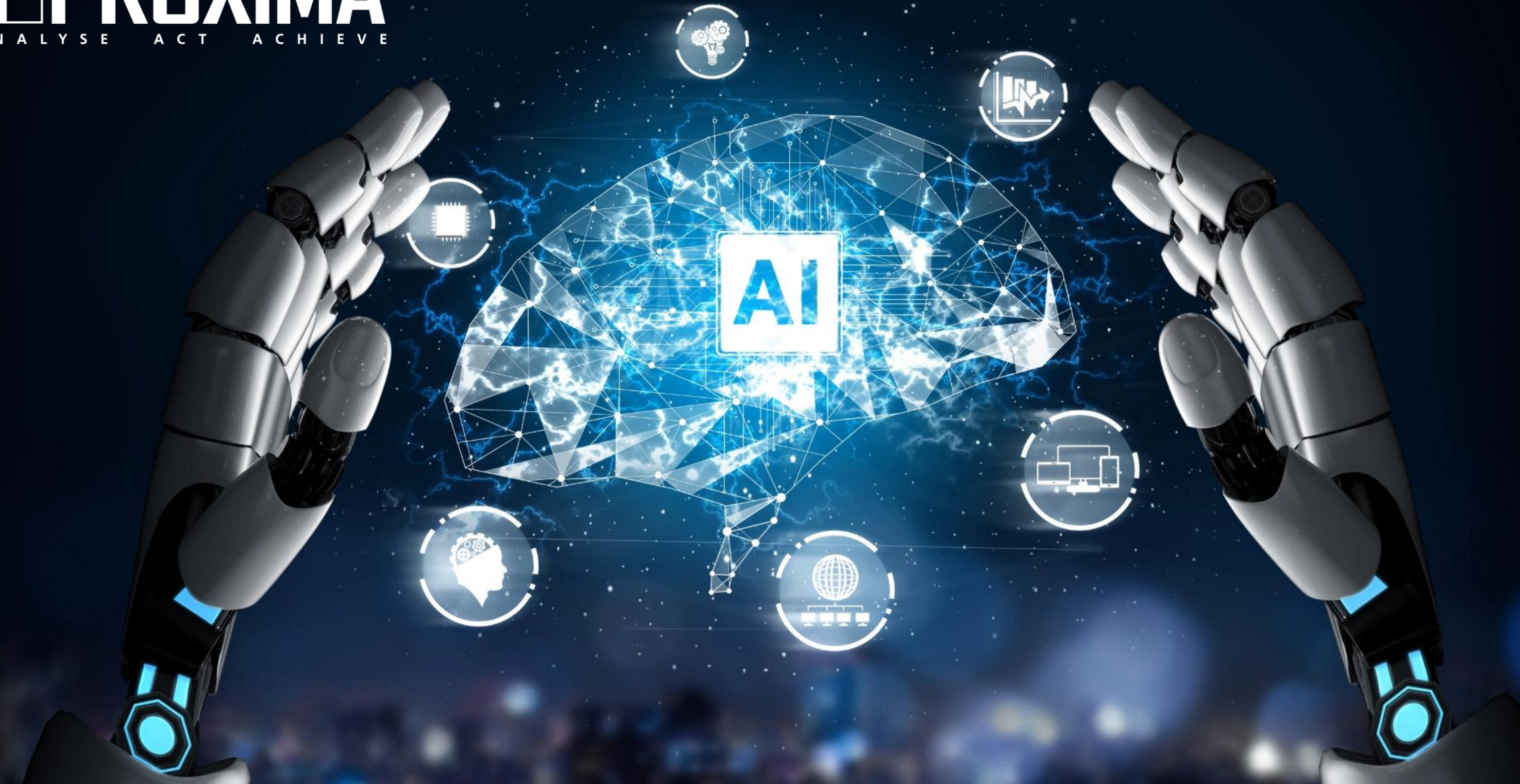
**Utilizing new
technologies for
Pharma sales
excellence**

**Steady growth of artificial intelligence/machine learning
(AI/ML) capabilities.**

**e-detailing brings the ability to obtain data on physicians' needs
and behaviors in real time.**

Data gathered from digital campaigns can help you measure your campaign's effectiveness, then make adjustments so that your messages are more targeted and yield a higher return on investment (ROI).





Artificial Intelligence

Improving Sales Efficiency and Productivity

Automation of Administrative Tasks.

In a sales rep's daily routine, administrative tasks often consume a significant amount of time. AI-driven pharmaceutical solutions streamline these tasks, handling functions like appointment scheduling, and other rutinary tasks..
A PwC study found that automating these tasks can free up as much as 40% of a sales rep's time.



Artificial Intelligence

Improving Sales Efficiency and Productivity

Automation of Administrative Tasks.

Streamlining Data Entry and Reporting.

AI's capacity to interpret and input data directly into CRM systems significantly reduces the time spent on manual data entry.

Companies leveraging AI for data entry report a 30% increase in sales productivity, according to data from McKinsey & Company.



Artificial Intelligence

Improving Sales Efficiency and Productivity

Automation of Administrative Tasks.

Streamlining Data Entry and Reporting.

Real-time Data Insights.

AI provides real-time data insights during sales meetings, arming sales reps with information on the latest clinical trials, competitor activities and market trends. This up-to-date information bolsters the sales pitch, making interactions more informed and impactful.



Artificial Intelligence

Improving Sales Efficiency and Productivity

Automation of Administrative Tasks.

Streamlining Data Entry and Reporting.

Real-time Data Insights.

Enhancing Customer Engagement.

Precision omnichannel event sequencing and next-best-action marketing depends on knowing, on a customer-by-customer basis, which sequence of events is most likely to provide the highest level of success.

Studies have shown that personalization can increase email open rates by 26% and conversion rates by 760%, as stated by Instapage.



Artificial Intelligence

Improving Sales Efficiency and Productivity

Automation of Administrative Tasks.

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Precision HCP Targeting.

Precision targeting of physicians empowers AI-supported sales teams to gain deeper insights into these factors, enabling more refined and precise targeting and segmentation.



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Precision HCP Targeting.

Tailored Recommendation/Suggestions by HCP.

By analyzing historical data and individual preferences, AI-driven systems can suggest the most relevant topic to discuss with the physician, thereby fostering more meaningful and effective discussions during sales interactions.



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Optimizing Sales Territory Management.

AI aids in optimizing sales territories by analyzing geographic and demographic data, This analysis enables the creation of territories that strike a balance between workload and potential sales opportunities.



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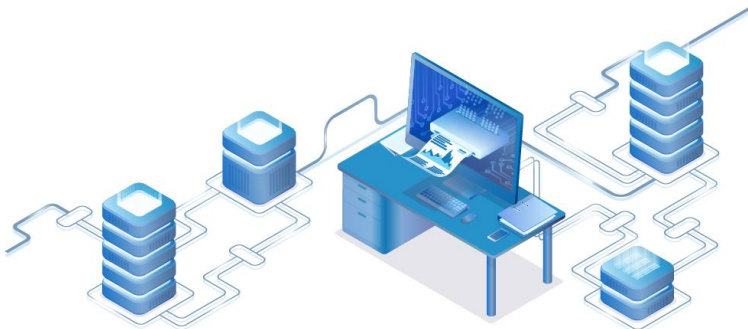
Precision HCP Targeting.

Tailored Recommendation/Suggestions by HCP.

Optimizing Sales Territory Management.

HCP Switching Prediction.

Cutting-edge artificial intelligence algorithms can now scrutinize the online activities of physicians, including their search behavior during trials and interactions on social media platforms, facilitating easy access to research and trial data, embracing a service-centric approach during sales discussions, and harnessing the power of AI-driven omnichannel interactions.







Pharma Sales force Effectiveness


Americas

Work-in-progress



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