

Sales Force Effectiveness Case Study

Client

A top five pharmaceutical company with a strong neuroscience portfolio

Challenge

Senior management wanted to add a call quality metric to their sales force evaluation (that, at the time, was limited to traditional reach and frequency metrics). Doing so required market research to:

- Identify the sales representative behaviors that drive brand loyalty
- Define each behavior so it can be easily trained
- Determine a methodology to measure these behaviors at a sales force level

Solution

G & S Research's first step was to conduct interviews with customers, sales force leadership, and representatives to better define the next phase of this study. Rather than simply produce a report, G & S Research provided a presentation to help their client "sell" the study internally. This effort included working with them to produce a DVD and slides for five regional sales meetings.

Following the successful buy-in of the stakeholders, G & S Research developed and tested a survey instrument to measure the **quality** of the representative's call. The results of the survey demonstrated that the quality measure relates to market share and prioritized the specific representative behaviors that best drive market share.

The client next received a presentation designed to create partnership with the sales leadership team in rolling out the metric plan. G & S Research was onsite for the meeting to help the client prepare and provide necessary back up support.

Finally the sales leadership received "report cards" from G & S Research for their sales districts. Now district managers have call quality goals in place and are sharing these results with their representatives. This approach was recognized by the corporation's CEO and is now considered "best practice" across different therapeutic teams within the company.

