

## The Pharmaceutical Sales Forces

### Points of Pain

Recent Cap Gemini Ernst and Young research\* on the effectiveness of pharmaceutical sales forces in has revealed many points of Sales force pain. These include:

- Long periods of time spent waiting in customer reception areas
- Many appointments cancelled
- No visibility of mirror sales teams' activities leading to duplications and conflicts
- Time consuming methods of managing samples
- Too many user unfriendly administration tasks such as recording expenses and time
- Lack of reliable data for sales management to plan activity, review performance or drive customer segmentation and targeting
- Insufficient time for sales managers to coach and mentor team effectively

#### Day in the Life Of Analysis

The analysis we have carried out on 'Day In The Life Of' ('DILO') pharma sales reps support these points of pain. We have identified that a high proportion of their time is spent carrying out low value added tasks (20% travelling between appointments, 29% waiting to see customers and 25% doing administration or attending meetings).

The 'DILO' analysis for sales management shows similar inefficiencies (16% of time travelling, 37% of time attending meetings or doing administration and only 30% of time coaching their teams).

#### Quality of call

But even if more time were freed up for sales reps to plan customer visits and spend more face-to-face time with customers, other frustrations would limit the ability for improved quality of call.

For example:

- Very limited quantity of customer call information is captured and is often of poor quality
- Incomplete or out of date information on customer/ competitor profile and activity
- Incomplete view or out of date information on products
- Inappropriate or untimely marketing materials
- Inability to respond personally to customer queries
- High competition for customer time



## About us

The Cap Gemini Ernst & Young Group is one of the largest management and IT consulting organisations in the world. The company offers management and IT consulting services, systems integration, and technology development, design and outsourcing capabilities on a global scale to help businesses continue to implement growth strategies and leverage technology. The organisation employs around 55,000 people worldwide and reported 2001 global revenues of more than 8.4 billion euros. More information about individual service lines, offices and research is available at [www.cgey.com](http://www.cgey.com)

## Physicians expectations from sales reps are changing

Doctors believe that as their patients become better informed the interaction between doctor and patient will become more difficult. Helping less with the rational and more with the emotional will become the role of at least part of the sales force. Doctors will increasingly have more sophisticated information needs which will require sales forces to have much improved access to customer, market and product information. Those sales forces that can target high lifetime value customers, understand and meet their changing needs and deliver higher quality of relevant customer interaction will be the winners in the intense competition for physicians' time. In order to provide this, reps will need to leverage a high quality web presence i.e. an ability to interact with the Internet, Intranets and customers at any time and in any place.

## Mobile technology – freeing up time and revolutionising call quality

Mobile technology provides the opportunity to free up sales force time to enable more calls and to revolutionise the quality of calls through better information capture, improved targeting and taking away day to day sales force points of pain. Mobile sales applications can be accessed through Personal Digital Assistants ('PDAs'). Leading edge solutions in this area are tailored to the pharma sales process. For example they enable you to download daily schedules through synchronising at the start of the day. You can easily manage diary, contacts, sample requests, administration, news and telephone calls through one device, on the road. You can reduce journey time through deploying alert applications and use dead time more effectively for meeting preparation, self-learning and administration. PDAs in combination with mobile technology also enable electronic signatures to be gained for

samples and help answer queries real time during a customer call. By facilitating the completion of electronic notes in standard format immediately following a customer meeting and synchronizing at end of day you will build up a complete customer history on your central database.

### We see 7 value propositions arising from deploying mobile sales solutions for pharmaceutical companies:

- Less travel and waiting time
- Better inventory management
- More effective use of dead time

### ...leading to more available time for face to face calls

- Better targeting
- Improved value to customers
- Improved sales management
- Improved sales force retention

### ...leading to better quality calls

Mobile technology is available today with many of the world's leading Life Sciences companies making moves in the mobile space. Cap Gemini Ernst & Young has widespread experience of implementing sales force effectiveness solutions and is partnering with leading mobile technology application providers to offer mobile solutions for pharma sales.

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