



## Sales Leadership Benchmark

### Background

The role of the Pharmaceutical Sales Leader is complex and lonely. Sales leaders have no place to go to “checkpoint” their philosophies, strategies, issues and challenges. To remain competitive in today’s rapidly evolving pharmaceutical sales environment, sales leaders must obtain an outside-in perspective.

***TGaS® Advisors is offering the first and only strategic benchmark and advisory services solution specifically to support Pharmaceutical Sales Leaders.***

The actionable observations and insights we provide, via our collaborative benchmarking approach and network of sales leaders across the industry, allow members to continuously improve the efficiency and effectiveness of their field sales organizations. TGaS Advisors will allow sales leaders to validate where they are and identify where they may need to go to remain competitive in the rapidly changing pharmaceutical selling environment.

### Description

The Sales Leadership benchmark focuses on a sales leader’s philosophy, strategies, issues and challenges around (12) critical areas captured in (4) main categories,

**Sales Model:** Field Sale Organization, Sales Planning and Leveraging Alternate Channels  
**People:** Recruiting & Selection, Training & Development and Performance Management  
**Integration:** Across Marketing, Managed Markets and Corporate Functions  
**Support:** Field Technology, Field Communication and Information Management

### Deliverables

**(4) Annual Benchmarks** - Executed and delivered on a quarterly basis and focused on the 4 critical categories of: Field Sales Organization, People, Integration and Support

**(1) Annual Summit** - A one day off site meeting where Sales Leaders have an opportunity to network with industry peers and discuss shared challenges in a “non selling” environment facilitated by TGaS Advisors

#### Ongoing Support -

- Virtual How- Clients are able to tap into the database, TGaS Advisors experience and the member network on an as needed basis to support immediate business needs
- Deep Dive- Clients are provided periodic topical benchmarks focusing on significant evolving business issues the network has identified, typically 2 per year