



Sales Operations Benchmark

Summary

TGaS[®] Advisors Sales Operations solution provides a comprehensive framework for capturing the current state of a pharmaceutical or biotech company's sales operations functions and comparing the results to other pharmaceutical or biotech companies. Our proprietary methodology yields a sophisticated capability, resourcing & GAP analysis which yields our clients fact-based insights and recommendations for improving the efficiency and effectiveness of their Sales Operations.

Background

The Sales Operations solution was the first benchmark launched by TGaS Advisors in 2004. It includes data from across 38 pharmaceutical and Biotech companies. TGaS Advisors has two seasoned Sales Operations professionals, Jeff Wojcik and John Carro, each prior Sales Ops VPs and each with 20 plus years Pharma experience.

Area of Focus

The Sales Operations solution captures information and provides insights and observation in the following areas:

- Sales Operation Management Strategy
- Information Management
- Headquarters Analytics
- Headquarters Decision Support Systems
- Field Sales Analytics and Reporting
- Sales Operations (Fleet, Sampling/PDMA, SOP Planning)
- Field Communications
- SFA / CRM
- Sales Incentive Compensation
- Program Management / Innovation

Sales Operations Benchmarking Solution

Key Benefits of working with TGaS Advisors

Some of the many benefits:

- Identify strengths and weaknesses
- Establish a baseline for capabilities & resourcing
- Compare capabilities & resourcing to a similar or preferred peer set
- Evaluate your strategic advantages or disadvantages
- Consider other companies organizations
- Support continuous improvement initiatives and annual operations plan
- Determine resources as your sales forces size and structure changes
- Answer the question, what does good look like?

Answer the questions:

Data management: time to deliver monthly information to the field has increase by 5 days.

- What are the delivery time frames (DAP) within your peer set?
- How much data are you using compared to others?
- What is being used in the field?

Incentives: 67% of companies agree sales incentive programs have gotten more complex over the last 2 years.

- How are others managing the process?
- How many days after the close of the month do others payout?
- What are other companies spending to manage the process?



For more information about the Sales Operations benchmarking solution, please contact Gary McWalters at gmcwalters@tgas.com or visit www.tgas.com.