

Sales Force Automation For Pharmaceutical Industry



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Contents

Why?

What?

How?



Sri Lankan Pharmaceutical Industry



Rs.50 Bn Industry

- Drugs of Approx. 350 manufacturers (Highly fragmented, Market leader 10%)
- 90% Imported

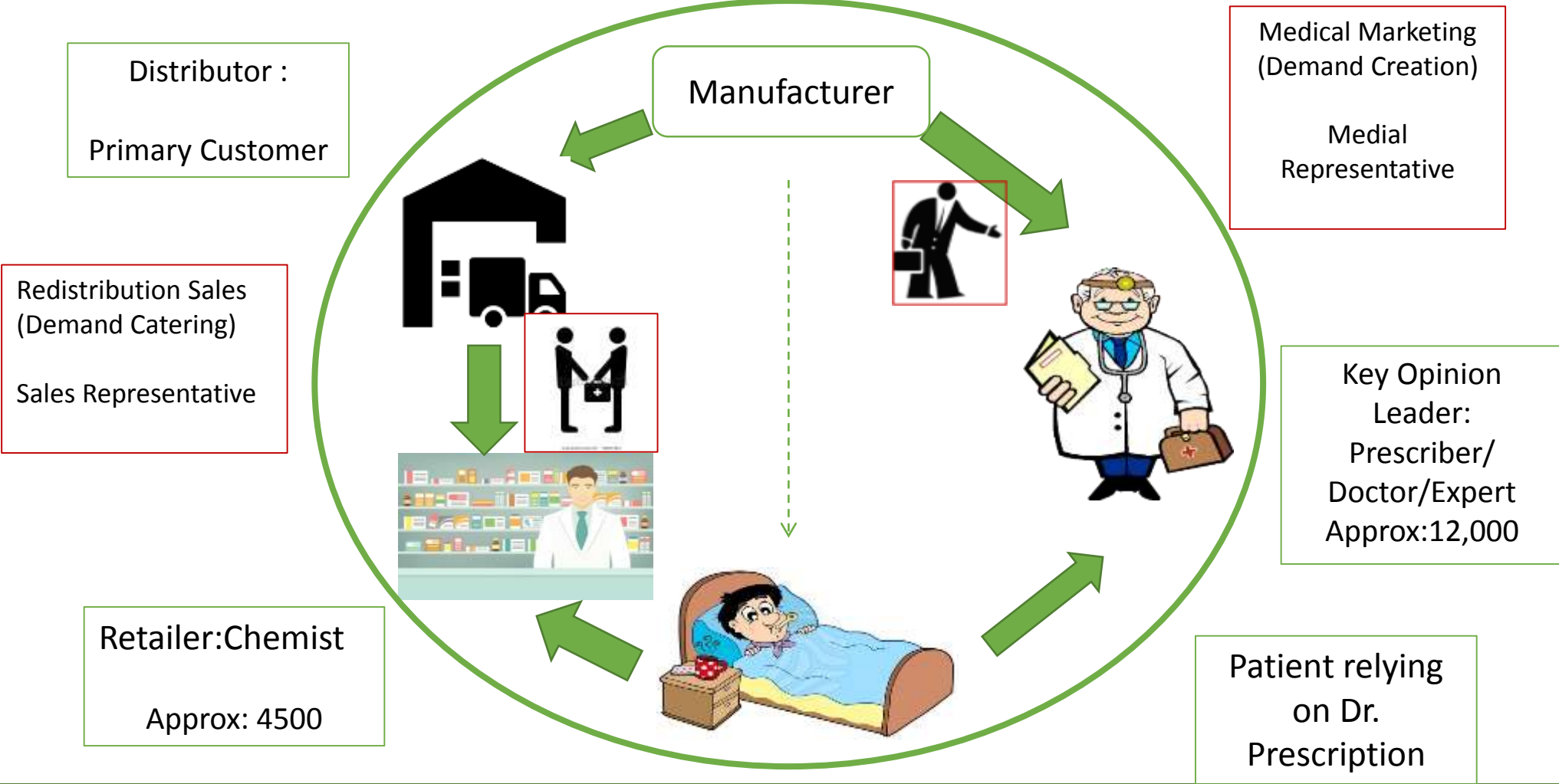
Pharmaceuticals Selective Distribution

- Only be sold at pharmacies
- Modern Trade pharmacies, stocking doctors, Private hospitals

Pharmaceutical Marketing

- On the fundamentals of Relationship Marketing
- Understanding of market dynamics and stakeholder

Pharmaceutical Marketing



Customer Relationship Management in Pharma

Pharmaceutical industry has following 3 stakeholders to be managed



In the case of non-prescription drugs
ATL/BTL advertising and
CRM of End Consumer

Management of
Marketing activities and
Daily Operations of
Medical Representatives
& Sales Representatives



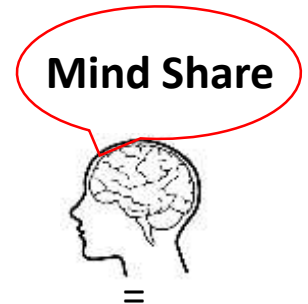
Relationship Marketing

Why SFA?

Relationship Marketing - Doctors



Transactional Marketing Effectiveness



Sponsorships



Personnel Selling



Guerilla Marketing

Direct Marketing



Advertising



Sales Promotions



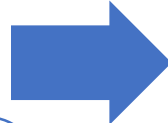
Why SFA?

Medical Rep's Operations Management



Preparation

- Itinerary for the month
- Prescriber Database – Customer Database ?
- Training on Detailing – To deliver key message



Field Work

- Daily Dr. Visits
- Brands Promoted
- Samples Utilized
- Key Message Delivered
- Feedback through DCR (Daily Call Reports)
- Expense Claims



Review

- Monthly Sales Target Achievement
- Doctor Coverage
- Location tracking
- Effectiveness & Efficiency ?



Why SFA?

Sales Rep's Operations Management



Preparation

- Itinerary for the month
- Pharmacy Database— Customer Database
- Selling & Merchandising Skills

Field Work

- Daily Visits to Pharmacies
- Orders Canvassed – Pre Sales
- Promotions
- Collection of Receivables



Review

- Monthly Sales Target Achievement
- Redistribution Sales
- Pharmacy Coverage 
- Effectiveness & Efficiency

Why SFA? Distributor Management

Primary Sales Captured
through ERP

Sales Reps – Pre Sales

Pre Sales Orders are sent
to distributors at the end
of the day for invoicing

?

Sales reps are unable to
view the existing stock
levels at the distributor

Organization is unable to
capture distributors real
time sales and stock
levels – Sent via a text
file on daily/weekly basis

?

WHY?

WHY SFA ?

Absence of a Central Contact Management Centre

- Data gathered from various aspects of the business were not integrated

Lack of Data Analysis for Decision Making

- Especially on Prescription patterns of doctors, purchasing pattern on pharmacies etc

Absence of required data for measurements on Sales force

- Efficiency & Effectiveness

Absence of customer loyalty under increasing industry

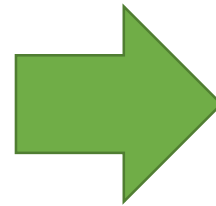
- In the presence of unethical sponsorships for the doctors, it is mandatory to maintain proper customer relationship management

Need for optimization of distributor operations and maximization of revenue

WHY SFA ?



Manual Dis-Integrated



Integrated Automation

WHAT?

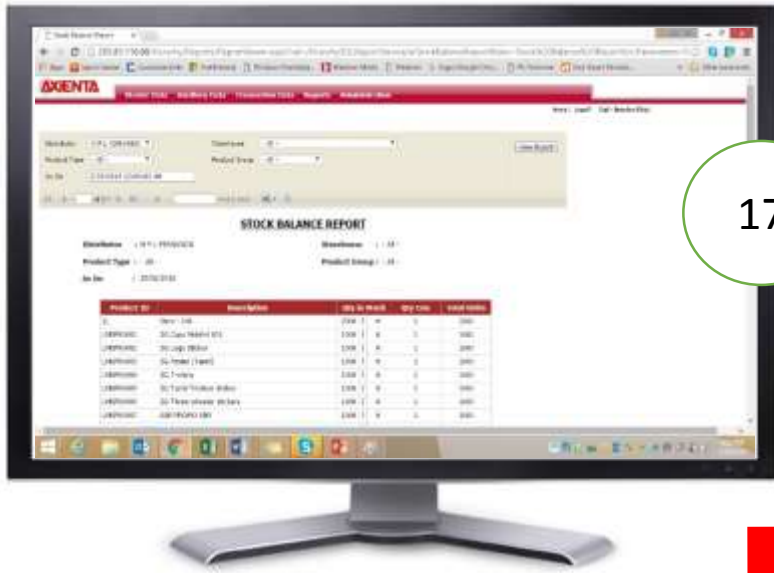
Solution : SFA

SFA can be purchased as a readymade/ customized software which is a mobile enabled solution (for sales reps) for companies engaged in re-distribution sales

- Redistribution maybe via a network of appointed Distributors

The solution automates all key processes related to the organisation





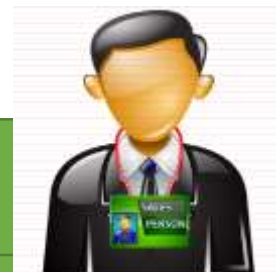
Distributor



17



Management



Marketing Rep.





127 Marketing Personnel – Each Getting their Personal PDA

- Unique Log in for each individual
- Privacy and Safety of information ensured
- Cultural issues



Distributors to install the system

- Trail runs/ Parallel Runs done
- Most strenuous task was entering valid customer data
- Compatibility issues



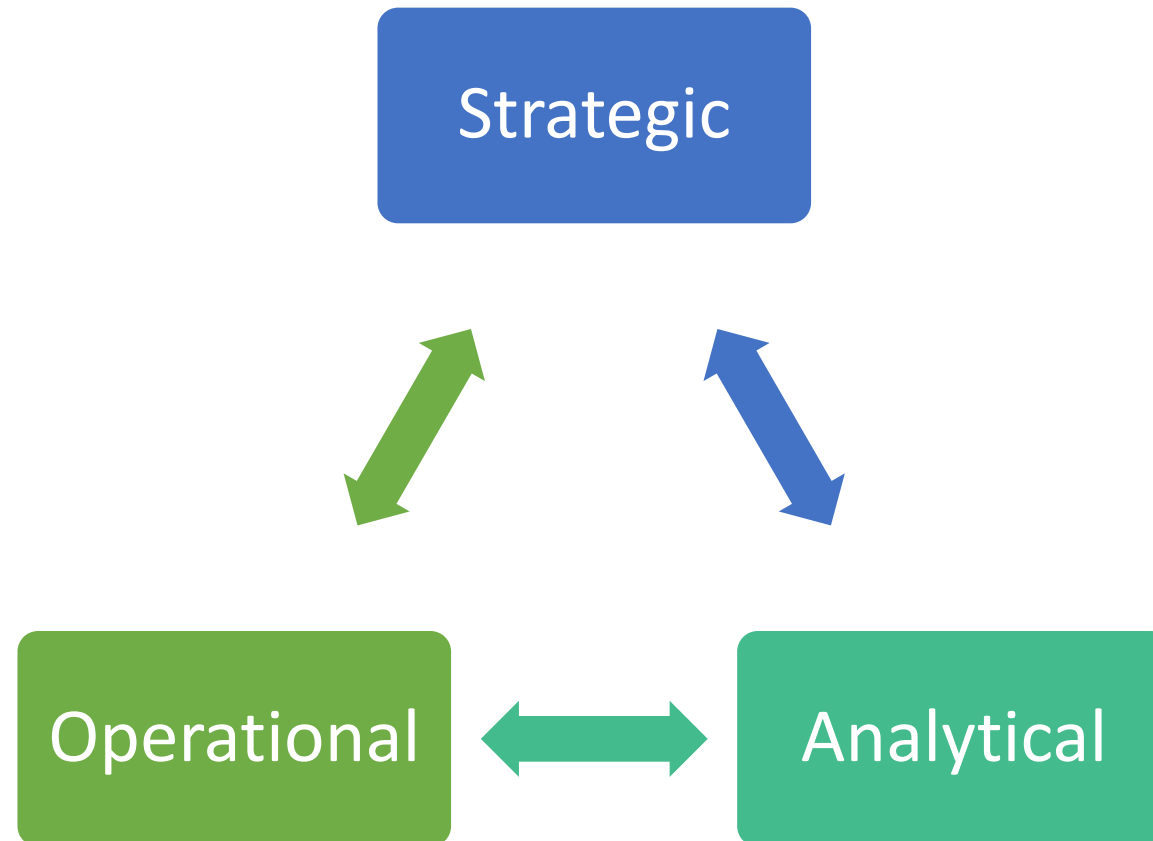
Contact Management Centre

- Head Office
- Integration
- MIS Analytics



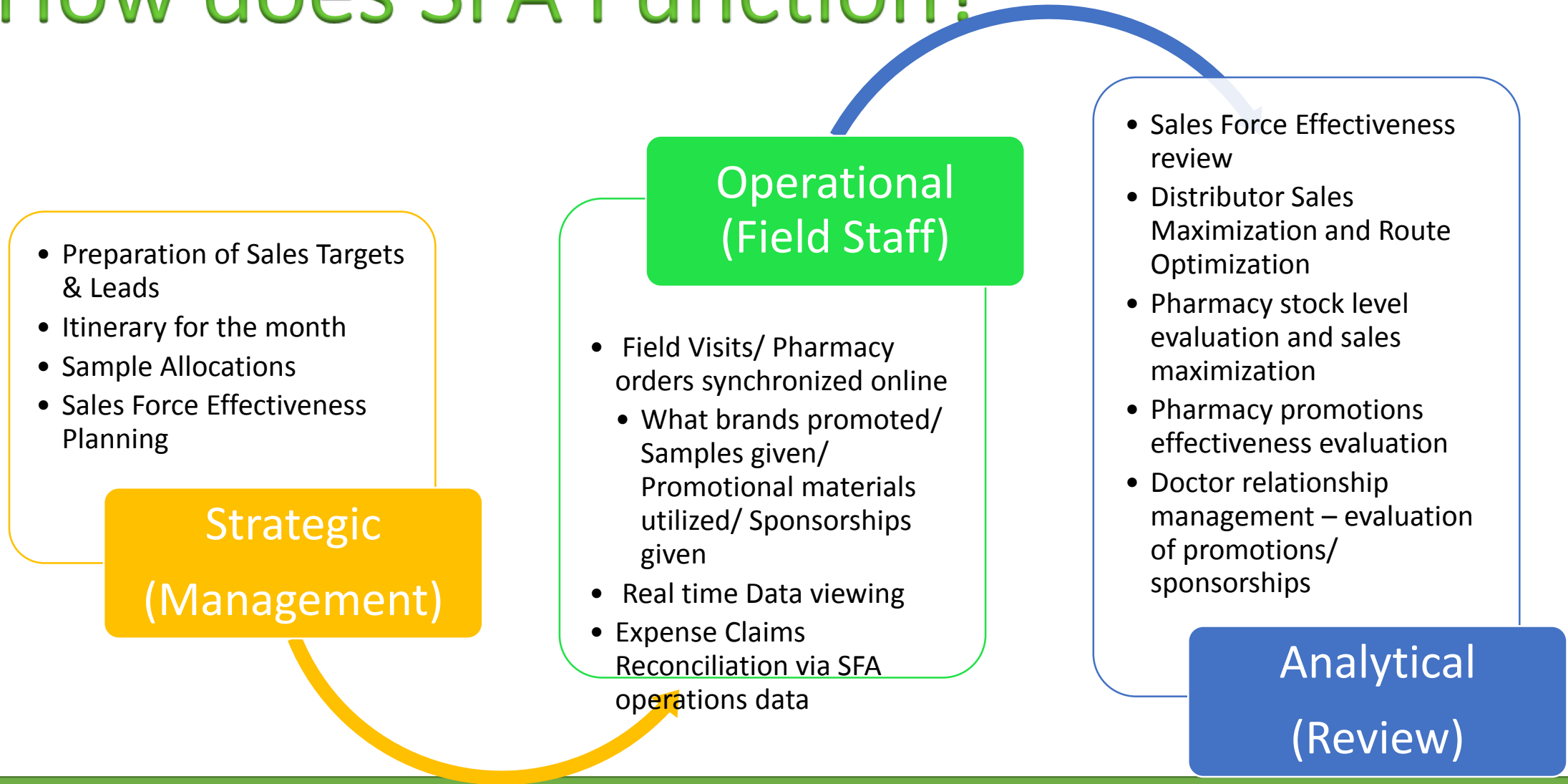


SFA for CRM



HOW?

How does SFA Function?



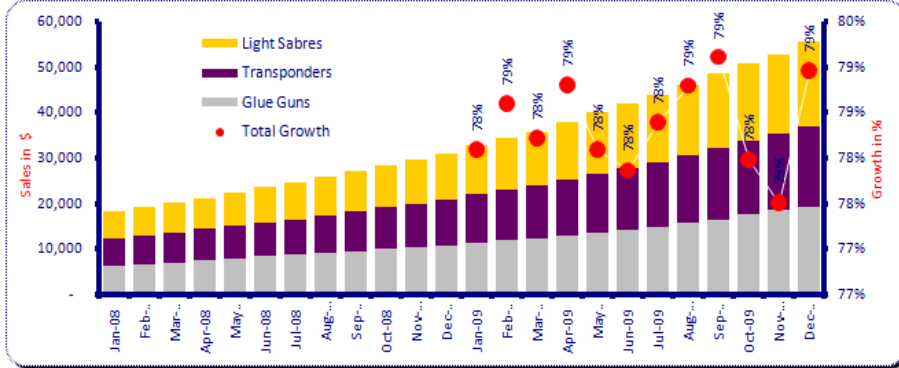
Operational – Real time data viewing of Redistribution Sales

Sales dash board

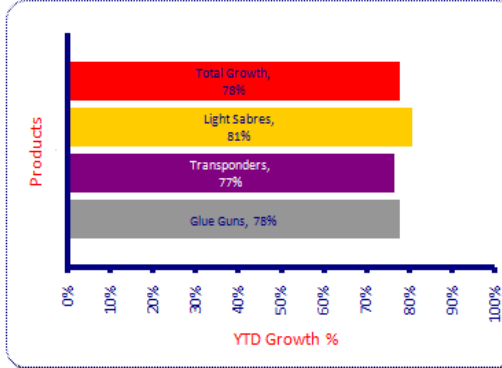
Click to View data

- James Kirk
- Luke Skywalker
- Hansolo
- Chewbacca

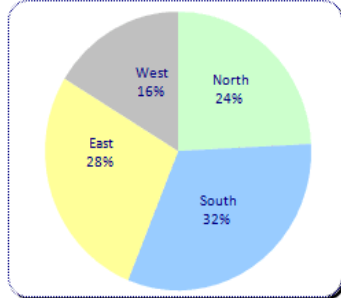
Product sales mix, Trend and Monthly Growth Progression



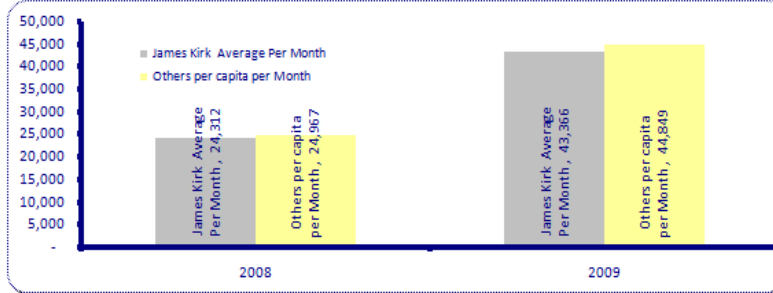
YTD Growth by Products and Total sales



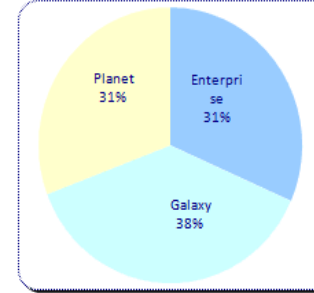
Sales Contribution by Region



Average Per month Sales Vs Per capita per other Sales-men



Sales Contribution by Customer



Goals

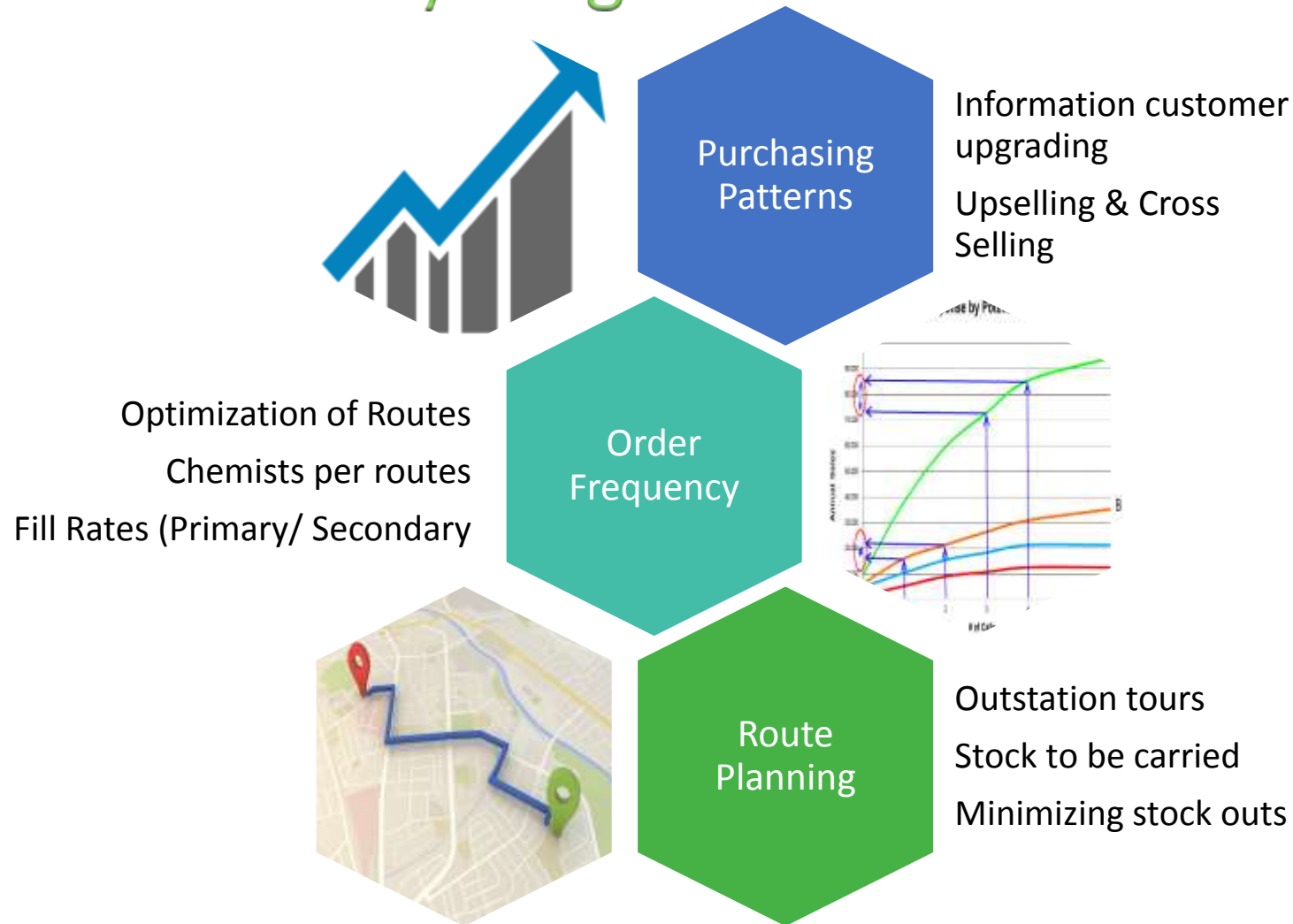
Real time sales data

Online stock updating

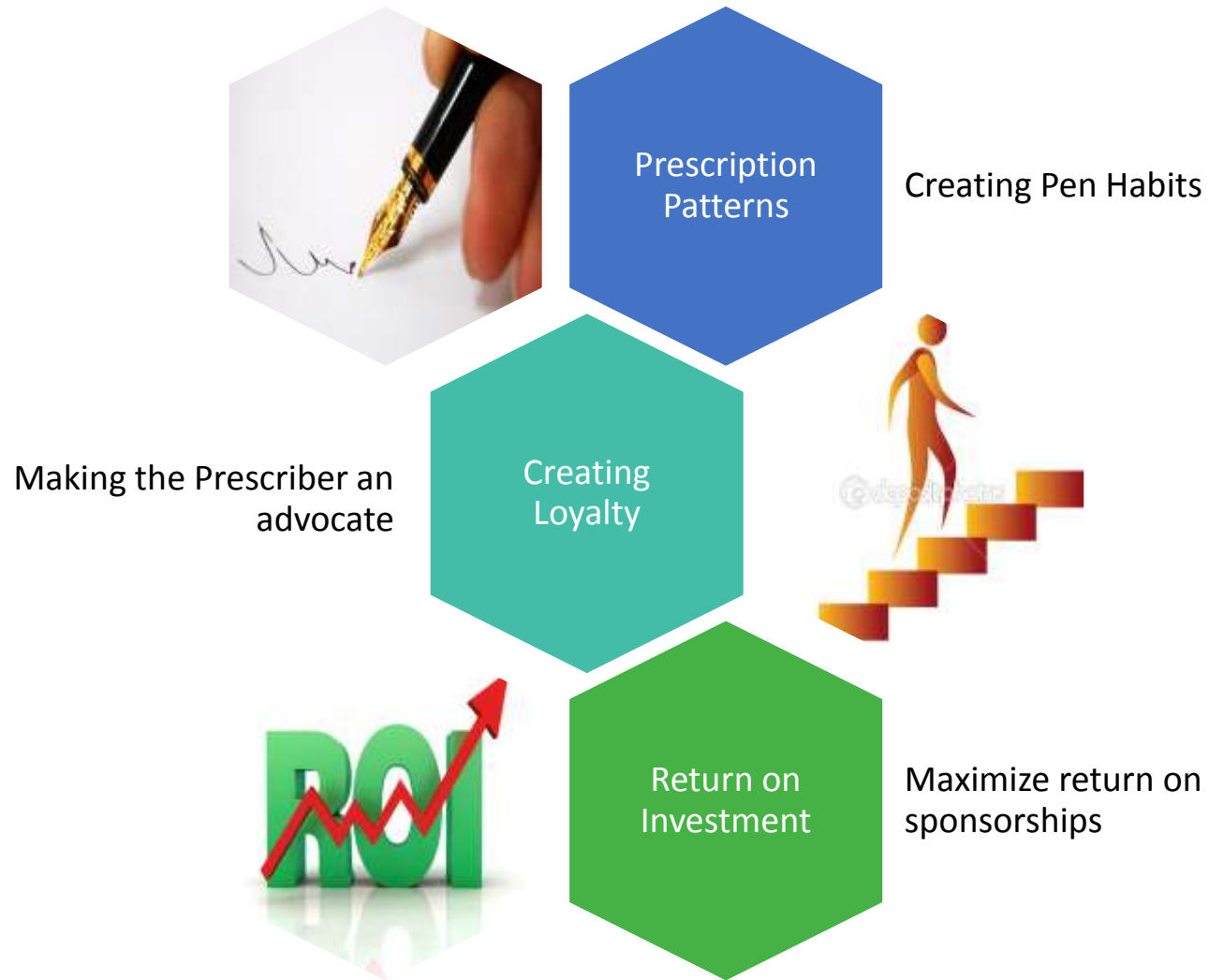
Smooth distributor operations

Sales Dash Board that gives an overall view of the three functions on a single page for each customer that a company may have. The dashboard may provide client information, past sales, previous marketing efforts, and more, summarizing all of the relationships between the customer and the firm, Sales

Sales Dashboard – Key Insights



Operational – Medical Representatives Operations : Key Insights





driving Advocacy is the key to guarantee long term engagement

Doctor Base Segmentation & Targeting

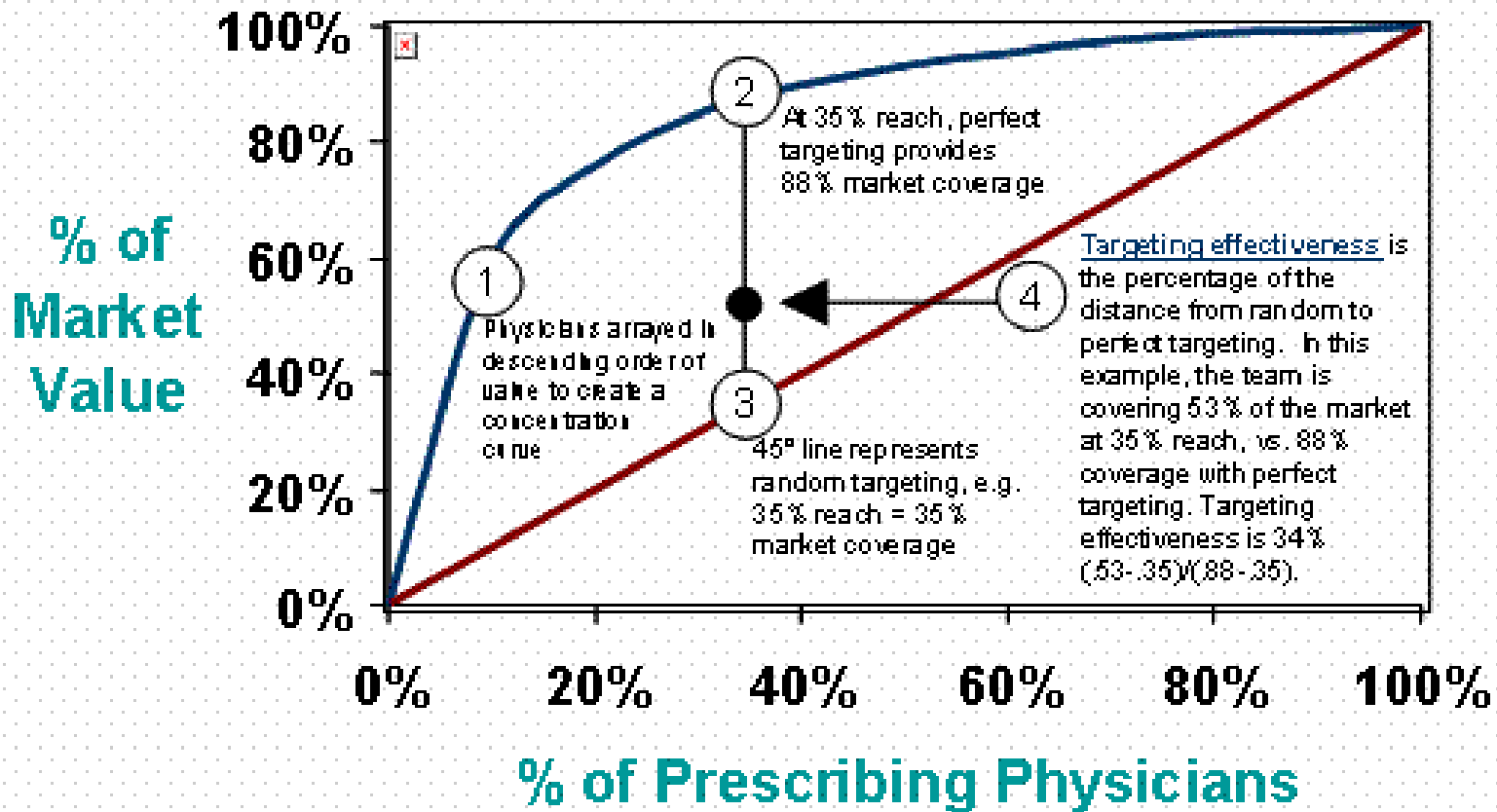
Potential
(No. of
Prescriptions
per Day)

Low High	High Medium	High High A
Medium Low	Medium - Medium B	Medium - High
Low Low C	Low Medium	Low - High

Allocation
of
Resources:
Samples &
Personnel

Adoption (% of Prescription to Astron)

Analytics – Sales Force Effectiveness



Benefits of SFA



Challenges in Implementation & Adoption

Organization culture & Internal Politics

- Resistance to change

Distributor integration

- Distributors handling many companies, having many computer systems, thus reluctance to integrate

Vendor Support and Customization



THANK YOU!!!