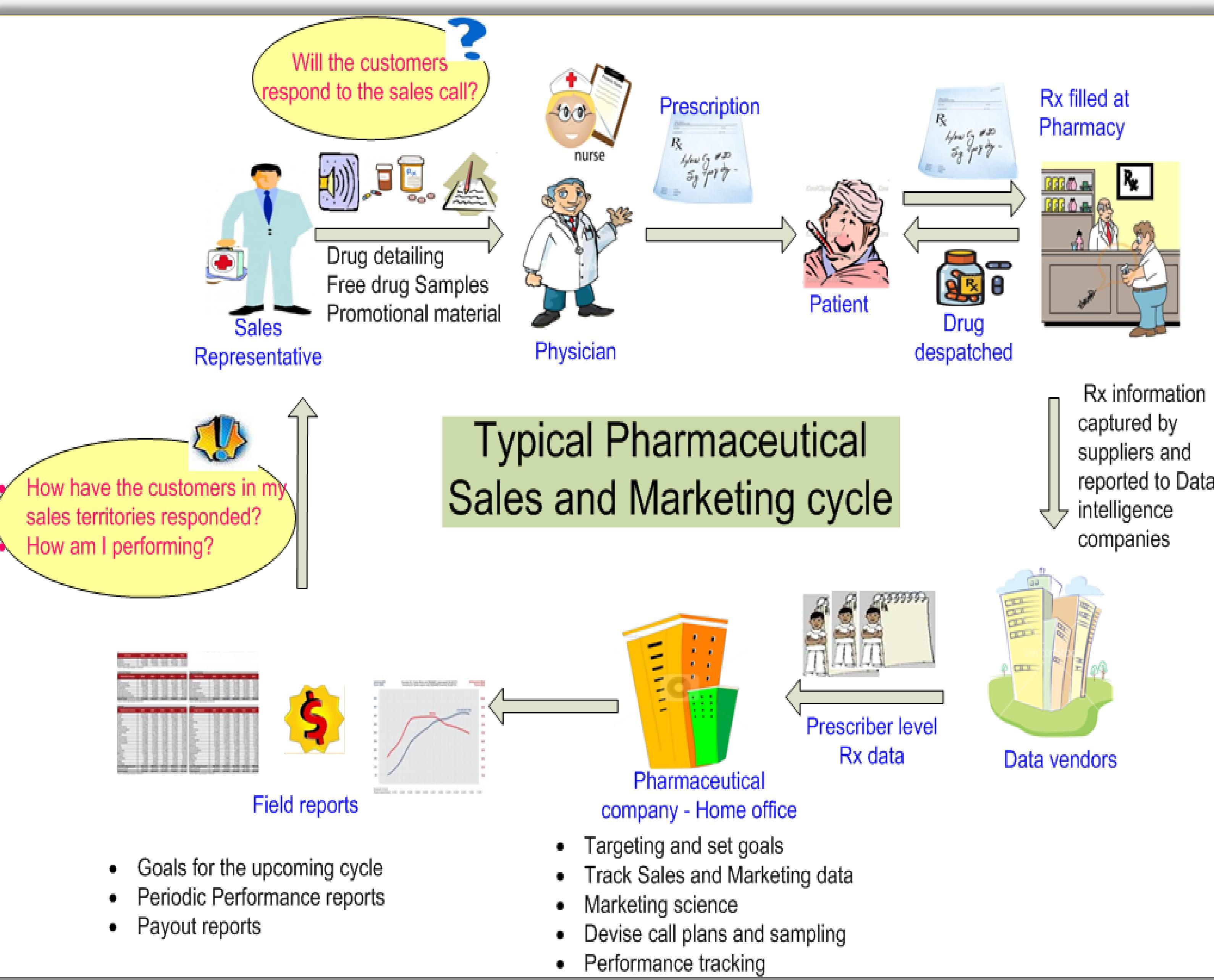


Introduction

It is a challenging time for sales forces especially in the Pharma arena. Facing limited time with customers and growing competition, field sales forces need to perform at best-in-class levels to keep the top line growing.



How is Pharma Sales different?

Regular Sales:

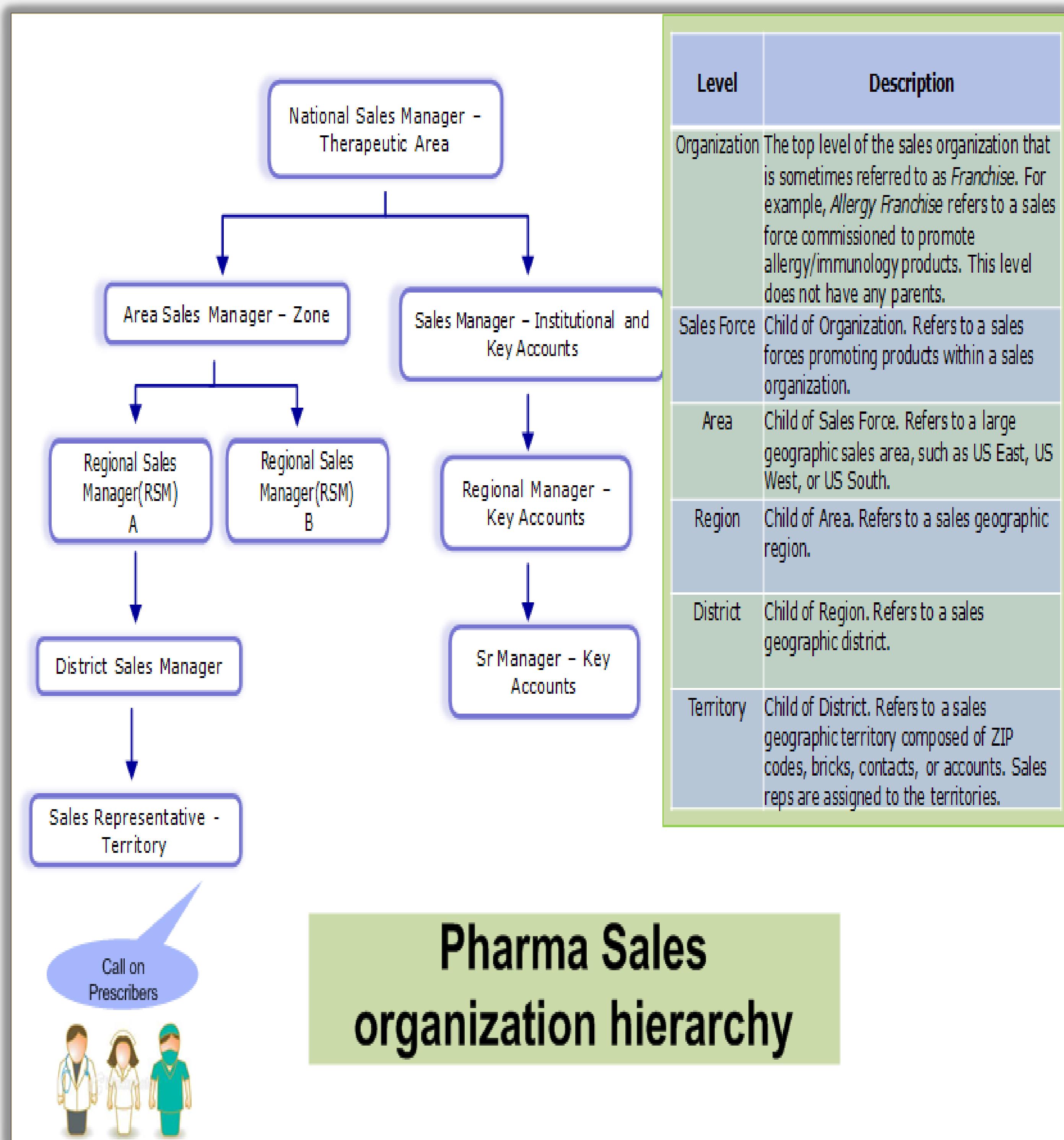
Sales Rep meets the customer → Explains about the products → Customer buys the product if satisfied → A sale is made!

Pharma Sales:

Sales Rep meets the customer (Physician) → Details about the products (Drugs) → Physician may prescribe the drug to his patients at a later time → Rep is wondering "Was my Sales call successful?!"

Who will be interested in Performance reports ?

The sales performance is of interest to the whole team at their respective levels.



"Sales organizations that fail to execute reporting and payments of incentive commissions in a timely manner will decrease sales force productivity because of lost selling time, reduced motivation and the absence of organizational trust." – Gartner Inc.

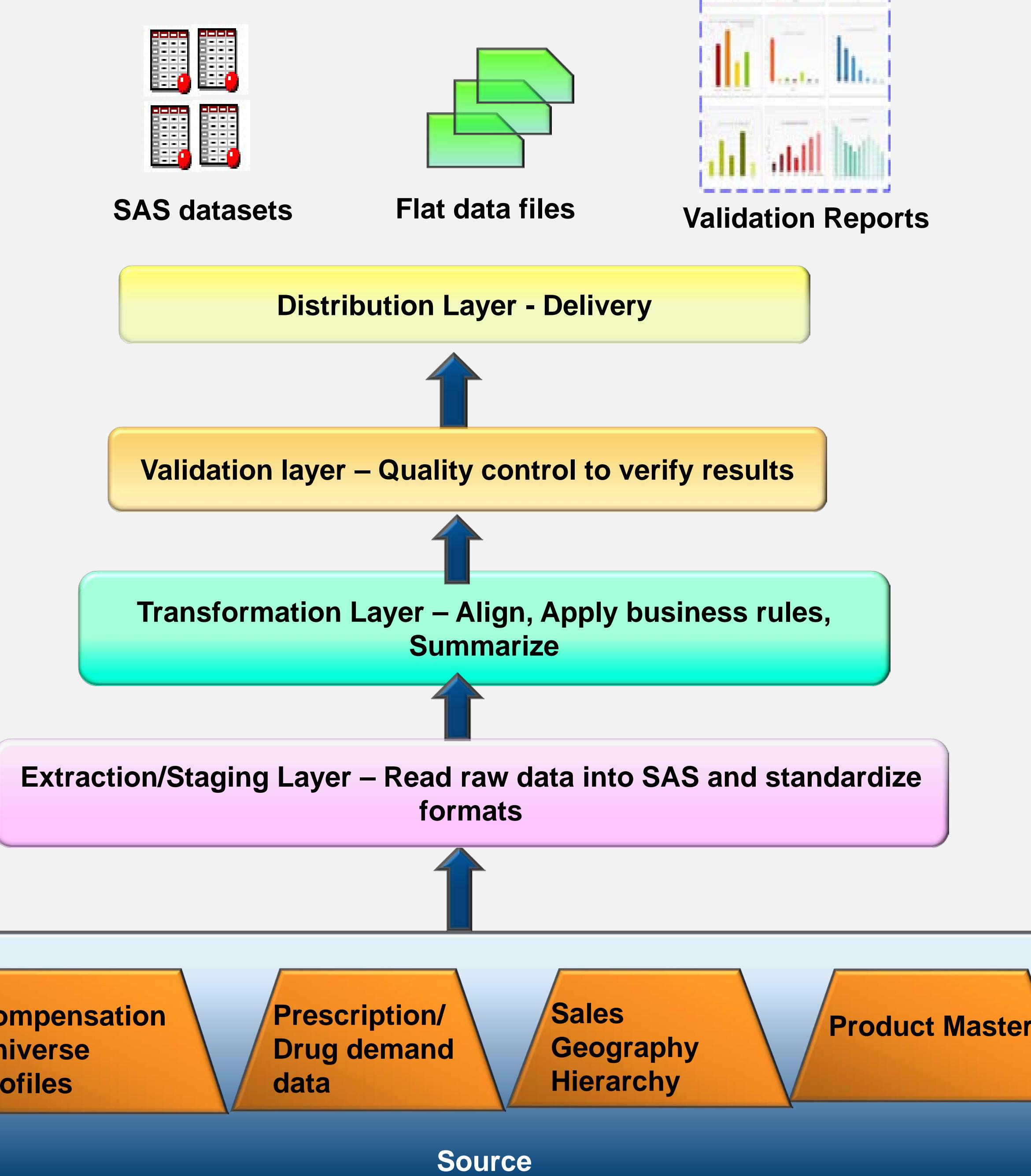
Delivery of periodic reports to measure performance against goals will help sales force find opportunities.

The payouts need to be processed in a timely fashion and the lag time in letting Reps know their performance has to be reduced

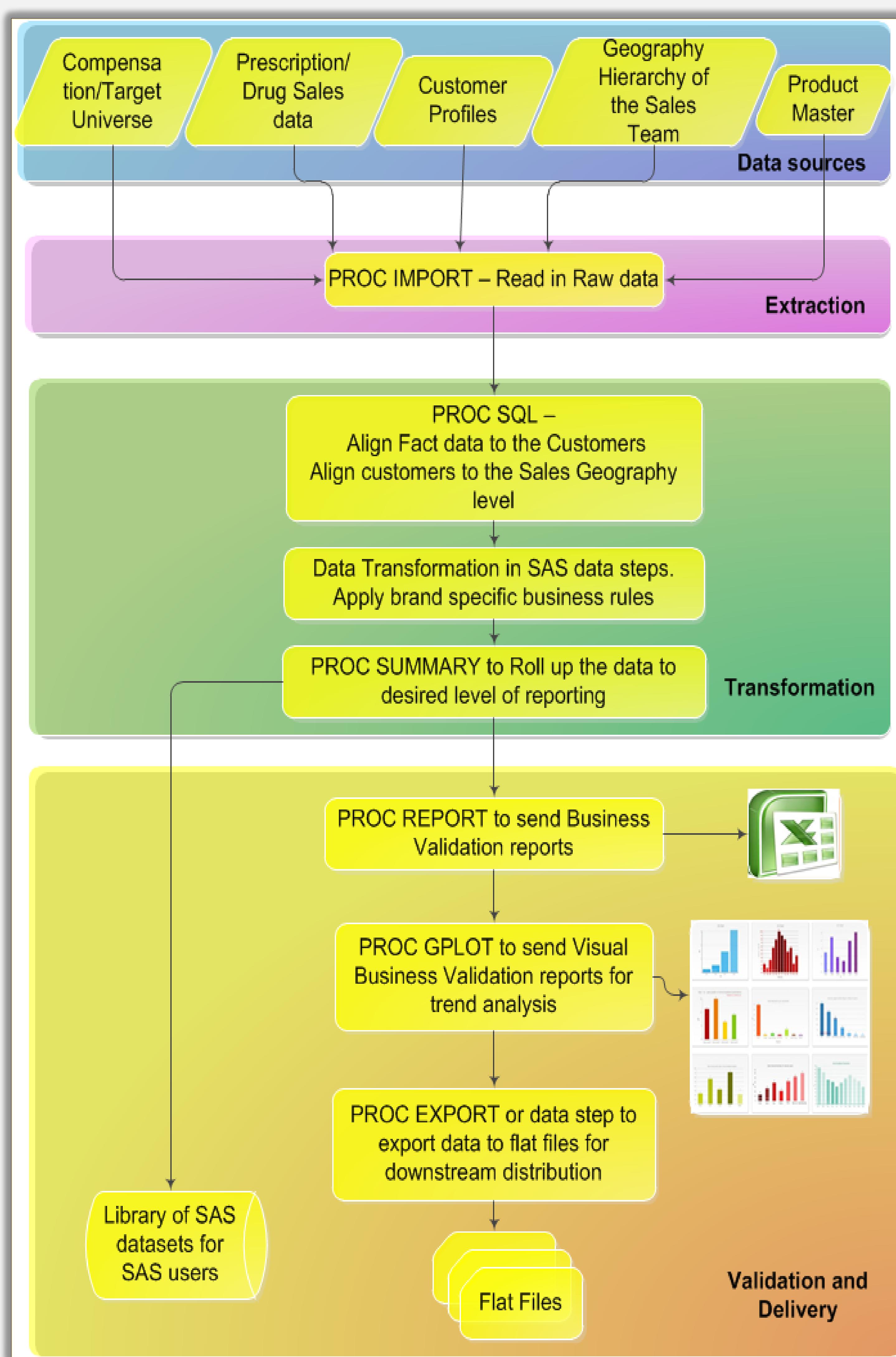
Why does Incentive compensation require a process in place?

Rudimentary spreadsheet-based Incentive Compensation processes:

- ✗ Slow and inaccurate
- ✗ Do not provide easy visibility to the business rules of the plan
- ✗ Lack audit trails and version control, do not easily support the complex rules required for new sales force models
- ✗ Require significant manual entry and ongoing updates
- ✗ Often takes four to six weeks after receipt of the data to produce IC reports, and at least an additional 2 weeks for the payouts to be made.
- ✗ These applications create frequent disputes over sales credits and compensation payouts, which are time-consuming and costly to resolve and they create an atmosphere of distrust within the sales.



How to play with the power of SAS®?



What is required for Performance reports ?

Data requirements:

- Physician profiles with Physician specialty, Address of Practice etc.
- Aligned Compensation Universe
 - Customer to Sales territory alignment
 - Goals set based on prescribing capacity of the customers
 - Performance is measured against the same set of customers for the selling period in order to be able to compare the Goal vs Attainment.
- Customer level prescription or Drug demand data (Dollars or Units of Sales):
 - After-market sales information from external vendors.
- Hierarchy
 - Sales team structure depicted above
 - Higher geography levels relationship of the Sales Teams
 - Sales reports to be provisioned to each level of hierarchy to monitor sales.
- Product master
 - Product Hierarchy that includes Product family, Therapeutic class, Market, sub-market definitions of the entire market.

Validation / Presentation / Analysis

PROC EXPORT to MS Excel – Current Vs Previous Month Trends in Sales Territories

Territory	Prod	currtrx1	currtrx2	currtrx3	currtrx4	currtrx5	currtrx6	prevtrx1	prevtrx2	prevtrx3	prevtrx4	prevtrx5	prevtrx6	difftrx1	difftrx2	difftrx3	difftrx4	difftrx5	difftrx6	max_diff
K12C3G	PYRUX	0	0	0	0	1	4	0	0	0	0	1	0	0	0	0	1	3	3	3
K12P3A	PYRUX	3	1	3	3	6	5	1	3	1	3	3	6	2	-2	2	0	3	-1	2
K12F3F	PYRUX	5	3	8	8	3	6	3	5	3	8	8	3	-4	-3	3	1	-3	4	1.6666666667
K12F3C	PYRUX	5	2	5	6	3	7	9	5	2	5	6	3	-4	-3	3	1	-3	4	1.5
K12C3J	PYRUX	4	3	4	2	1	0	9	4	3	4	2	1	-5	-1	1	-2	-1	-1	1
K12F3H	PYRUX	1	1	1	2	3	1	2	1	1	2	3	-1	0	0	1	1	-2	1	1
K12P3C	PYRUX	2	0	0	0	1	0	2	2	0	0	1	0	-2	0	0	1	-1	1	1
K12C3F	PYRUX	9	17	16	10	12	11	13	9	17	16	10	12	-4	8	-1	-6	2	-1	0.8888888889
K12F3D	PYRUX	37	30	25	44	35	33	50	37	30	25	44	35	-13	-7	-5	19	-9	-2	0.76
K12D3H	PYRUX	7	9	8	8	5	8	6	7	9	8	8	5	1	2	-1	0	-3	3	0.6
K12D3J	PYRUX	5	8	6	9	8	4	8	5	8	6	9	8	-3	3	-2	3	-1	-4	0.6
K12E3F	PYRUX	5	6	5	8	6	4	8	5	6	5	8	6	-3	1	-1	3	-2	-2	0.6
K12E3B	PYRUX	40	41	29	46	28	33	37	40	41	29	46	28	3	1	-12	17	-18	5	0.586206897
K12D3G	PYRUX	9	14	16	17	12	11	7	9	14	16	17	12	2	5	2	1	-5	-1	0.5555555556
K12C3D	PYRUX	21	15	23	19	18	17	19	21	15	23	19	18	2	-6	8	-4	-1	-1	0.5333333333
K12A3G	PYRUX	27	28	25	36	17	22	24	27	28	25	36	17	3	1	-3	11	-19	5	0.5277777778
K12A3B	PYRUX	31	22	33	36	27	21	31	31	22	33	36	27	0	-9	11	3	-9	-6	0.5
K12A3D	PYRUX	11	10	15	12	10	13	14	11	10	15	12	10	-3	-1	5	-3	-2	3	0.5
K12D3E	PYRUX	35	39	33	40	38	19	54	35	39	33	40	38	-19	4	-6	7	-2	-19	0.5
K12A3A	PYRUX	25	37	43	25	27	19	37	25	37	43	25	27	-12	12	6	-18	2	-8	0.48
K12A3F	PYRUX	25	33	30	21	31	24	26	25	33	30	21	31	-1	8	-3	-9	10	-7	0.476190476
K12F3E	PYRUX	21	12	14	14	15	16	24	21	12	14	14	15	-3	-9	2	0	1	1	0.428571429
K12D3A	PYRUX	24	30	31	35	39	23	28	24	30	31	35	39	-4	6	1	4	4	-16	0.41025641
K12B3D	PYRUX	33	29	24	33	25	22	40	33	29	24	33	25	-7	-4	-5	9	-8	-3	0.375

PROC REPORT - Outputs for the overall drug trend

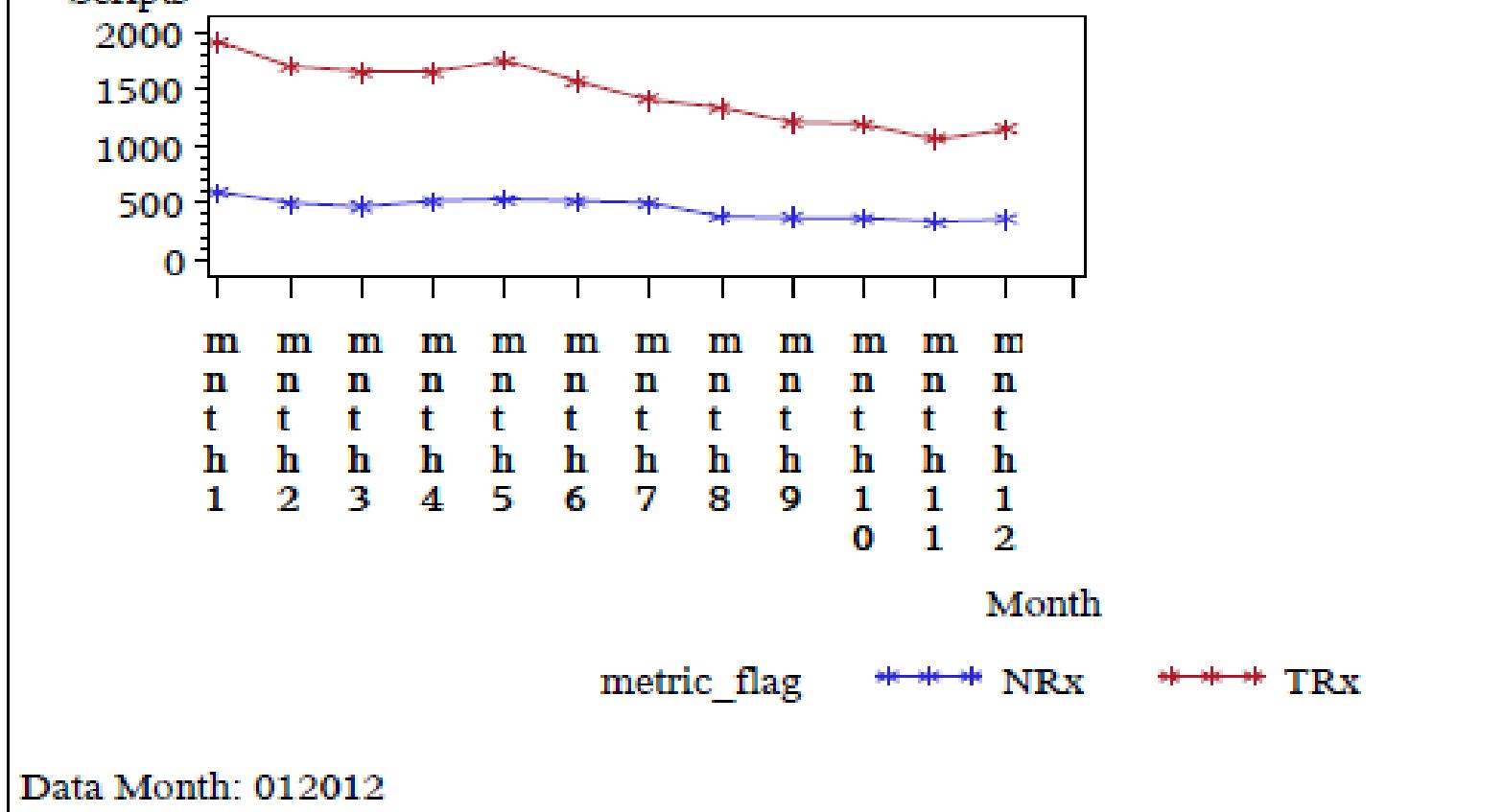
Using Proc REPORT for validation outputs
Summary by product in the Therapeutic class for the recent 4 months trend
10:15 Wednesday, March 14

Product*---
PYRUX
Therapeutic Class*---
IMMUNOSUPPRESSANT
trx1 1919
trx2 1706
trx3 1648
trx4 1648

Using Proc REPORT for validation outputs
How does Total Rx sales look across the Physician specialty group for the recent 6 months
10:15 Wednesday, March 14, 2012

Sales_team	Specialty	trx1	trx2	trx3	trx4	trx5	trx6
ALLERGY_TEAM	ALLERGY	1919.00	1706.00	1648.00	1648.00	1750.00	1576.00

PROC GPLOT based Graphical validation report



DATA _NULL export to flat file for downstream systems

Terr_ALLERGY_TEAM.Targets.DAT - WordPad											
File	Edit	View	Insert	Format	Help	Font	Color	Style	Font		
ALLERGY TEAM	ALLERGY	K	K12A3A	ADJUNCTIVE	IMMUNOSUP	PYRUX	9	37	5	25	11
ALLERGY TEAM	ALLERGY	K	K12A3B	ADJUNCTIVE	IMMUNOSUP	PYRUX	15	31	11	31	6
ALLERGY TEAM	ALLERGY	K	K12A3C	ADJUNCTIVE	IMMUNOSUP	PYRUX	6	24	8	29	5
ALLERGY TEAM	ALLERGY	K	K12A3D	ADJUNCTIVE	IMMUNOSUP	PYRUX	3	14	6	11	2
ALLERGY TEAM	ALLERGY	K	K12A3E	ADJUNCTIVE	IMMUNOSUP	PYRUX	38	151	36	137	27
ALLERGY TEAM	ALLERGY	K	K12A3F	ADJUNCTIVE	IMMUNOSUP	PYRUX	5	26	9	25	10
ALLERGY TEAM	ALLERGY	K	K12A3G	ADJUNCTIVE	IMMUNOSUP	PYRUX	4	24	4	27	5
ALLERGY TEAM	ALLERGY	K	K12B3A	ADJUNCTIVE	IMMUNOSUP	PYRUX	7	36	10	43	10
ALLERGY TEAM	ALLERGY	K	K12B3B	ADJUNCTIVE	IMMUNOSUP	PYRUX	11	93	9	42	13
ALLERGY TEAM	ALLERGY	K	K12B3C	ADJUNCTIVE	IMMUNOSUP	PYRUX	18	49	11	44	14
ALLERGY TEAM	ALLERGY	K	K12B3D	ADJUNCTIVE	IMMUNOSUP	PYRUX	8	40	7	33	9
ALLERGY TEAM	ALLERGY	K	K12B3E	ADJUNCTIVE	IMMUNOSUP	PYRUX	6	27	8	25	9
ALLERGY TEAM	ALLERGY	K	K12C3A	ADJUNCTIVE	IMMUNOSUP	PYRUX	22	64	17	59	13
ALLERGY TEAM	ALLERGY	K	K12C3B	ADJUNCTIVE	IMMUNOSUP	PYRUX	63	139	59	130	40
ALLERGY TEAM	ALLERGY	K	K12C3C	ADJUNCTIVE	IMMUNOSUP	PYRUX	18	69	14	54	14
ALLERGY TEAM	ALLERGY	K	K12C3D	ADJUNCTIVE	IMMUNOSUP	PYRUX	4	19	5	21	4
ALLERGY TEAM	ALLERGY	K	K12C3E	ADJUNCTIVE	IMMUNOSUP	PYRUX	22	140	23	139	26
ALLERGY TEAM	ALLERGY	K	K12C3F	ADJUNCTIVE	IMMUNOSUP	PYRUX	1	13	3	9	5
ALLERGY TEAM	ALLERGY	K	K12C3G	ADJUNCTIVE	IMMUNOSUP	PYRUX	0	0	0	0	0
ALLERGY TEAM	ALLERGY	K	K12C3H	ADJUNCTIVE	IMMUNOSUP	PYRUX	10	28	2	27	7
ALLERGY TEAM	ALLERGY	K	K12C3I	ADJUNCTIVE	IMMUNOSUP	PYRUX	3	9	1	4	0

Conclusion

This presentation assuming a traditional way of Performance measurement using the historical sales data to set

quotas and compensate the sales representatives.

This SAS solution can be extended to accommodate a multitude of other business needs like below:

- Apportioning of sales for shared territories, bundled products with different weight for promotion, compensate based on Market Share of the drug as opposed to the Volume of sales etc. Also field force modifications, re-organizations, hierarchy changes etc can be accommodated with some tweaks to the process, as applicable.
- The intent of this poster is to give an overview of some of the related concepts and to help you approach a similar requirement using SAS.