

AdvantageMS Selected for Group Practice Sales Force Design

Sales Representatives Broaden Base of Coverage and Optimize Efforts

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AdvantageMS is pleased to announce that it has been selected by two separate clients for Group Practice Sales Force deployment engagements. Our clients currently deploy the classic sales model where sales representatives target individual doctors based on Rx volume. Responding to declining physician access, both clients have elected to depart from the traditional selling model and implement a comprehensive Group Practice sales strategy. In both cases the sales forces will remain at or close to the same number of representatives, but by applying the AdvantageMS Group Practice sales models, the sales representatives will be able to cover a broader base of physicians, which optimizes the representative's time spent at each account.

As discussed in our recent white paper, Sales Model Paradigm Shift a Case Study "a sales model incorporating the group dynamic is considerably more profitable. It takes into account that sales representatives can make more calls during the day if their focus is on the high-valued groups. By spending more time in one place and seeing more physicians, the travel component, which represents the majority of the representative's day, is significantly reduced. With more calls, the cost structure for a product detail declines. Lower deciled physicians become viable targets. Combining greater reach, with higher call frequency for the same annual cost of a representative significantly improves ROI and the increases in sales force contribution can be significant".

To obtain a copy of the white paper, please visit our website: www.advantagemms.com

About AdvantageMS

AdvantageMS is a leading supplier of territory alignment software, Master Data Management, and Sales and Marketing Operations consulting services to the Pharmaceutical Industry.

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