

Starting a new sales force seminar – thoughts

- Philosophical before creation
 - Do you need a sales force?
 - Hiring in-house?
 - Outsourcing?
 - What is a sales force?
 - What do you want it to do?
 - Sell? (Detail)
 - Educate?
 - Train?
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 - Who is your target audience?
 - Messages?
 - Results measures?
 - What are your “tools” in sales force approach?
 - Sales reps
 - National account managers
 - Medical personnel (MSL’s?)
 - Pharma/OIG Opinions & Guidelines?
 - What can and can’t you do?
 - Will you sample?
 - Packaging
 - Distribution
 - Delivery to MD
 - Recording
 - Auditing
- Development side
 - Defining audience’s
 - Reach?
 - Frequency?
 - Modeling sales force creation – methods/approaches
 - See the document we sent to Bertrand
 - Pieces
 - Sizing
 - Alignment
 - SFA/CRM
 - What do you want to do with it?
 - How will you analyze and report on it?
 - How will you measure value?
 - Computers/Software
 - Cars
 - Incentive System?
 - What are you trying to do?
 - Rewarding for results vs. activities
 - Measuring

- Reporting
 - What types of information?
 - Controlling information
 - Use/disclosure of information & implications
 - Frequency?
 - Methods of reporting
- Analysis of information for decision making
- Relationships
 - Sales w/ Marketing
 - Sales w/Finance
 - Sales w/ HR
 - Sales w/Medical

Structure

- Typical Sales/Marketing approach?
- Single sales/marketing unit?
 - Sales Head
 - Marketing Head
- Two Heads are better than one?
 - Sales
 - Marketing
- How many reps and managers?
- Sizing exercise
- People
 - How do you find the right people?
 - Experience
 - Philosophy
 - Hiring
 - Heads
 - Regions
 - Behavioral interviewing