

# Sales performance management for life sciences organizations

Rapidly deployable sales performance tools to help plan, manage, and incentivize your sales team

## Preparing for tomorrow

Digital transformation is no longer merely an option--it has become a strategic imperative for life science companies to survive and thrive in this constantly evolving market. It's more critical than ever for organizations to develop and deliver new ways for their sales teams bring products to the market in an efficient way.

Life science companies should **consider using** digital transformation as an enabler for their sales performance management to:



Engage effectively with customers



Create more fluid and interconnected forecasts



Execute operations more efficiently

Anaplan can help life science companies succeed in optimizing sales operations by focusing on the three major pillars of sales performance management: plan, manage, and incentivize. *Within these three pillars, we have developed a suite of tools to help companies in any of the following areas:*



# Sales Performance Management for Life Sciences Organizations



## Strategic Launch Planning

Develop a robust top-down strategy approach, assessing the feasibility and potential of new product launches to increase the likelihood of success



## Budget Impact & Pricing Optimization Model

Embed predictive analytics into the planning process, providing visibility into the pricing decisions and visualizing the impact across the organization and healthcare landscape



## Patient & Hospital Based Sales Forecasting

Enable accurate (bottom-up) forecasts on sales and volume to estimate your market share, driven by internal and external factors



## Future Event Planning

Intelligently incorporate future scenarios into your long-term strategy by accounting for upcoming events. Evaluate their anticipated impact on market share and pricing to prepare risk-mitigating measures



## Territory and Quota Management

Leverage your sales team's efficiency by aligning internal resources in the most efficient manner, helping to increase productivity and earning potential



## Account Segmentation and Targeting

Identify 'where-to-play' by effectively segmenting accounts and uncovering new market opportunities to target the highest revenue potentials



## Trade Promotion Management

Consolidate trade promotion management across departments to enhance trade planning, manage customer expectations and increase market share. Integrate advanced analytics to enhance commercial performance and boost ROI



## Marketing Resources Management

Plan and enhance marketing expenditure, increasing coordination of resources and utilizing analytics to better manage and disseminate future campaigns to enhance ROI



## Contract & Tender Excellence

Enrich your tender strategy approach with the use of enhanced analytics to help identify enhanced prices for key accounts, and a streamlined governance process, to increase your win/loss ratio



## Revenue Management

Use analytics to help maximize consumer behavior and market trends to enhance produce availability and maximize revenue growth, aligned with commercial and strategic targets



## Incentive Compensation Management

Building and optimizing incentive compensation strategies to create scenarios and sales analytics to best align employee and organizational goals in order to drive better business outcomes



## Royalties Management

Effectively manage your royalties process, tracking royalty revenues and payments in a transparent fashion, enabling accurate forecasting and leveraging the value of business relationships



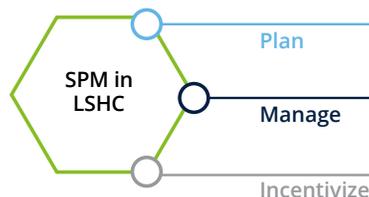
## List & Net Price Management

Align your Gross-To-Net approach with your commercial strategy, gaining a holistic overview of the impact across therapeutic areas and regions through processes such as international reference pricing



## Performance Management

Evaluate your performance in a connected and efficient manner, encompassing the different components of the different components of the sales strategy to refine your approach to know 'where-to-play' and 'how-to-win'



Get in touch, and book a demo

**Marc Abels**

Principal

Deloitte Consulting LLP

maabels@deloitte.com

**Jan Bracke**

Senior Manager

Deloitte Consulting LLP

jabracke@deloitte.com

As used in this document, "Deloitte" means Deloitte Consulting LLP, a subsidiary of Deloitte LLP. Please see [www.deloitte.com/us/about](http://www.deloitte.com/us/about) for a detailed description of our legal structure. Certain services may not be available to attest clients under the rules and regulations of public accounting.

This publication contains general information only and Deloitte is not, by means of this publication, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor. Deloitte shall not be responsible for any loss sustained by any person who relies on this publication.

Copyright © 2020 Deloitte Consulting LLP. All rights reserved.