

Unlocking Future Success: Supercharge Your MedTech Business with Optimized SFE Models

Unleash success and harness the benefits of transforming your SFE model

A sustainable, effective and efficient sales force effectiveness (SFE) model can bring multiple benefits.



5-10%

Higher HCP satisfaction and experience



3-5%

Increases in number of prescribers



10-20%

Efficiency in sales and marketing cost



5-10%

Increase in revenue potential

Elevate your commercial organization with IQVIA's unparalleled industry knowledge and data, and unlock the path to excellence through our transformative 3-phase SFE evolution framework.

1. Right segmentation and targeting



Right targets

Decision makers and influencers



Right segments

80:20 rule aligned with business objectives

2. Personalized engagement



Optimal engagement channels

F2F and complementary digital touchpoints



Persona attributes

Technology adoption ladder, Channel preference, Interests, etc.

3. Next-gen sales force design



Next-gen sales

Orchestrated rep roles, Precise time allocation



Ideal GTM theme

In-house vs. outsourced salesforce (for high vs. low value/growth products)

Ignite sales force excellence today. Contact us to elevate your performance.