

Sales Dashboard

Insights for a competitive advantage

Your Challenge

AN INTEGRATED VIEW OF YOUR SALES FORCE EFFECTIVENESS

There is plenty of data available to measure the return on investment in your sales team. But the sources are not integrated so that you can easily generate insights for use by all levels of the sales organization.

Typically, the process of combining sources and extracting data is very labor intensive and results in a dizzying array of numbers that do not give up their meaning easily.

The Solution

A SINGLE SOURCE FOR SALES ANALYTICS

The Sales Dashboard module within PharmaReport is a **fully automated resource for analyzing sales performance over time**, by product and region. In combining information on the effort expended with information on the outcome achieved, **the Sales Dashboard presents your return on your sales investment** – the Holy Grail for sales management.

The tool is intuitive to use, and your sales team can drill into results for each Key Performance Indicator (KPI) that management has defined. Typical KPIs include sales results, targets, and activity.

It also has collaboration functionalities to support presentations that can be used for team building and coaching.



KEY QUESTIONS ANSWERED

- What is my market position and how does it compare to market trends?
- Which market and/or region (sector/ brick) requires additional attention?
- How does my product's growth compare to competitors in each region?
- Are my sales efforts focused where there is the greatest potential?
- Are my sales efforts contributing to a stronger market position for my product?
- What is the impact of samples on growth in a certain brick?

A COMMON UNDERSTANDING OF PERFORMANCE

The Sales Dashboard offers you a complete understanding of your sales results, all while saving your business analysts' time.

Such insight at your fingertips allows you to:

- Identify regions or sales reps that require more attention

- Better understand your market position
- Define the next recommended steps to increase market share
- Create a common understanding of KPIs and performance across the sales organization



About PharmaReport

The Sales application is part of the PharmaReport suite described in a separate fact sheet.

IQVIA capabilities stand apart from the industry because our staff is focused exclusively on the life sciences industry and can bring you the deep subject

matter expertise to identify where your company should focus in the near future.

Our team is ready to provide additional services in tailoring the modules to your exact need, if required.