

# Sales Performance Index

## Key Unit Responsible Performance

### Research Objectives

Our client, a global pharmaceutical company shifted to a special physician visiting program and team organization for their key target units and wanted to measure the performance of the team members individually.

### Research Approach

The physicians are selected among the visited physicians in the company's key target units. The interviews are realized for each sales rep. Then an index is calculated individually for each sales rep according to the answers given to each question.

### Research Result

The findings of the study are integrated into the performance evaluation and compensation system of the company for this team. After repeating the study each year, they decided to increase the share of market research results in the performance calculation.



More than 400 specialists were interviewed



Face to face interviewing



Visited physicians in company's main target units