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Potential based physician valuation –  
finding the right physicians to target on

Solutions from saletelligence – systematic sales planning

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# State-of-the-art in targeting – saletelligence is the specialist for potential based physician valuation

We give support in regard to the following questions:

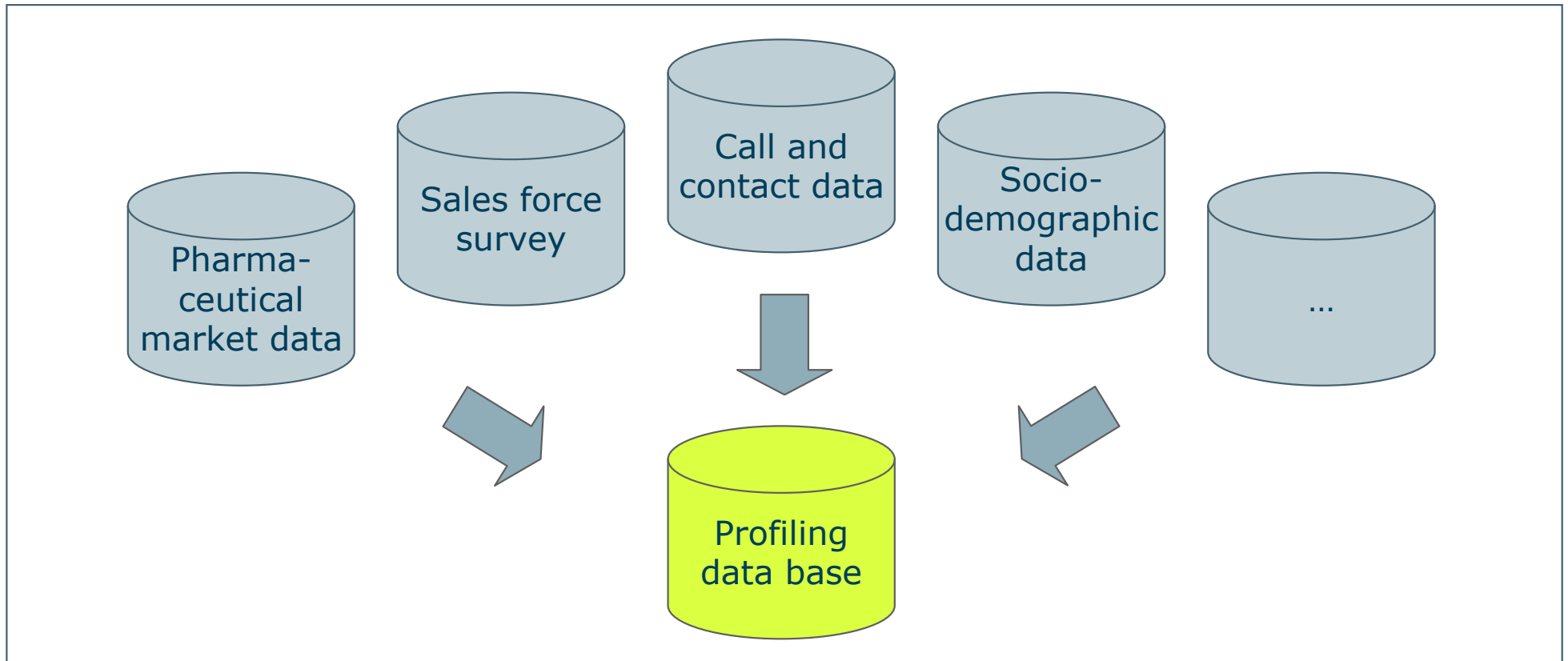
- Which data and information are required for a valuation?
- Which physicians possess which potential?
- At which physicians do I have strength and where is the competition stronger?
- Which line should detail which products at which physicians?

Your benefits at a glance:

- You receive a detailed review of the potentials per customer
- You can concentrate the investments on the physicians with highest potential and through this you can achieve more with the same funds
- You utilise a practice proven procedure in which relevant external market data and internal company data are combined intelligently
- By delegating special tasks to specialists you can concentrate on your daily business

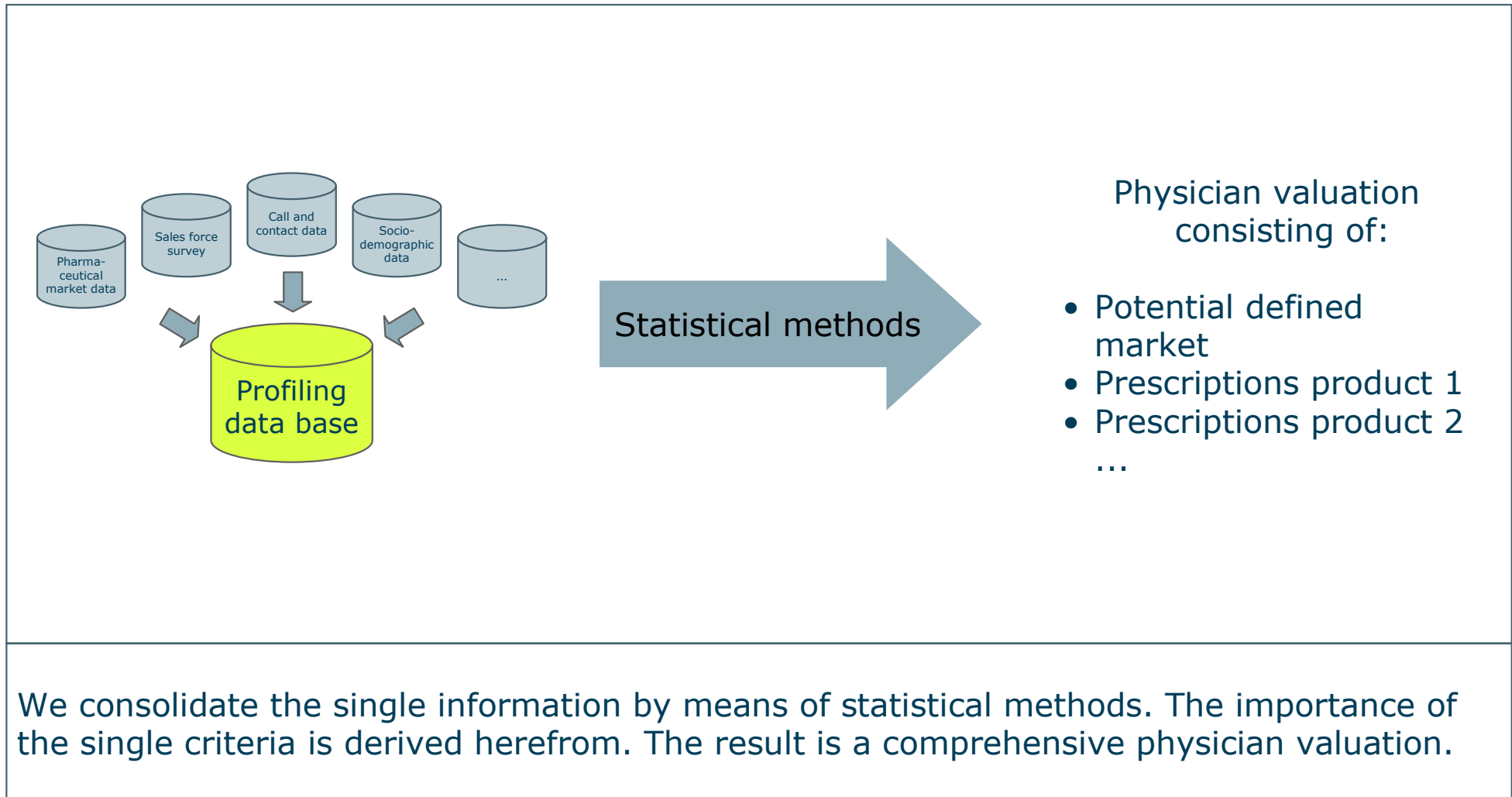


# Precious and precise customer valuations require a solid data base – we set it up

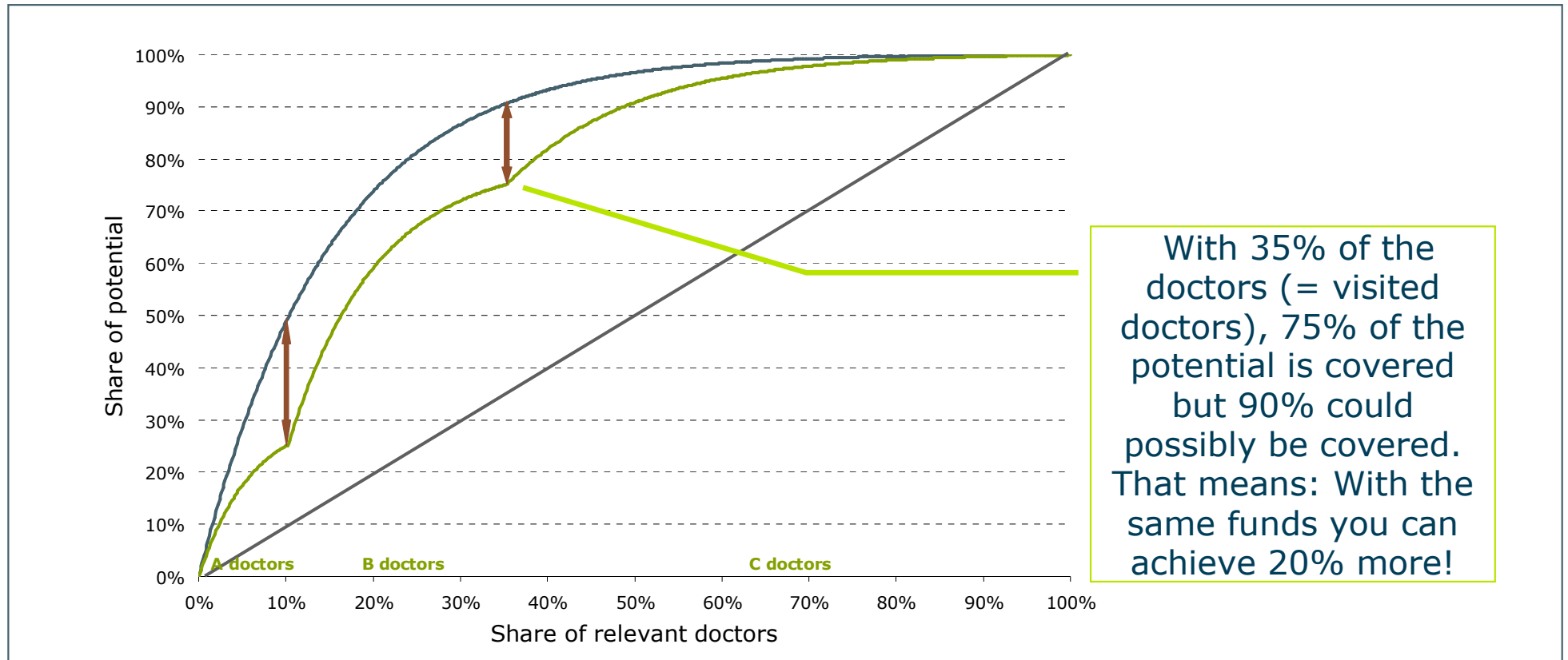


We support you with our expertise in the selection of data sources relevant for the valuation of physicians. A profiling data base assembled by us that comprises all identified information builds the basis for the customer valuation.

# Statistical methods analyse the wide data basis and evaluate physicians



# The possible increase in effectiveness is visualised by means of concentration curves

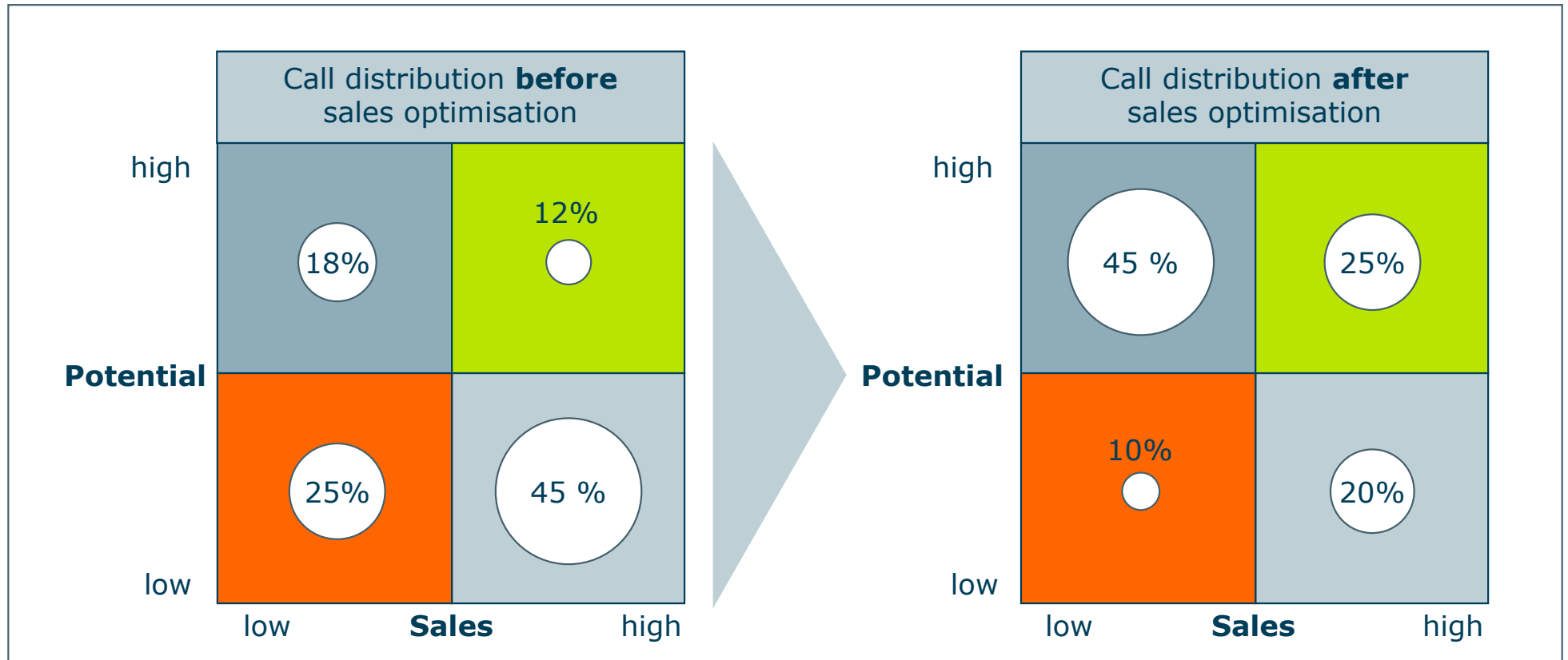


With 35% of the doctors (= visited doctors), 75% of the potential is covered but 90% could possibly be covered. That means: With the same funds you can achieve 20% more!

With a certain customer coverage a certain potential can be influenced. Through a potential oriented evaluation of physicians, we can increase the power of your sales force in the market significantly. At the same capacity you can influence a larger share of potential.



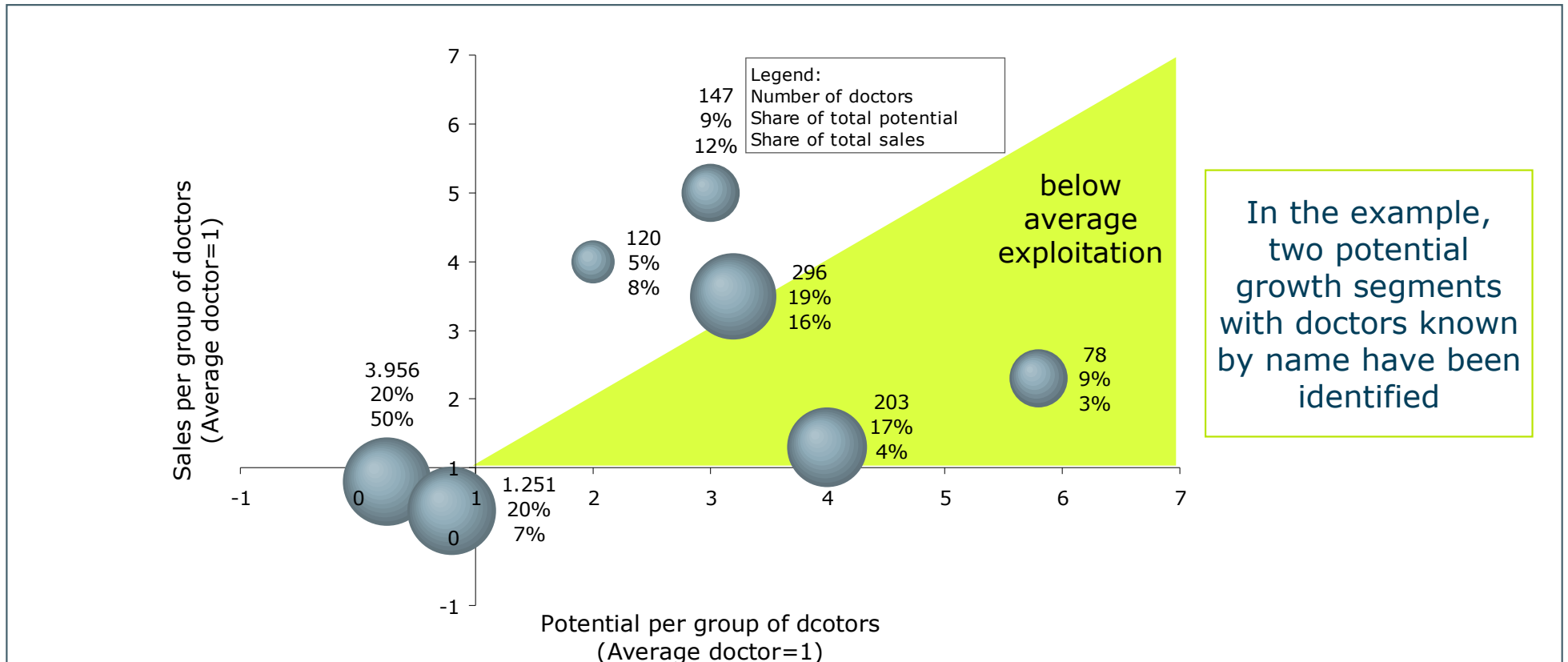
# Sales investments can effectively be managed through customer valuation and optimisation of call frequencies



Sales representatives often invest their time rather in „easy“ customers they are already doing business with. The new, potential and value based distribution leads to more profitable customer relationships.



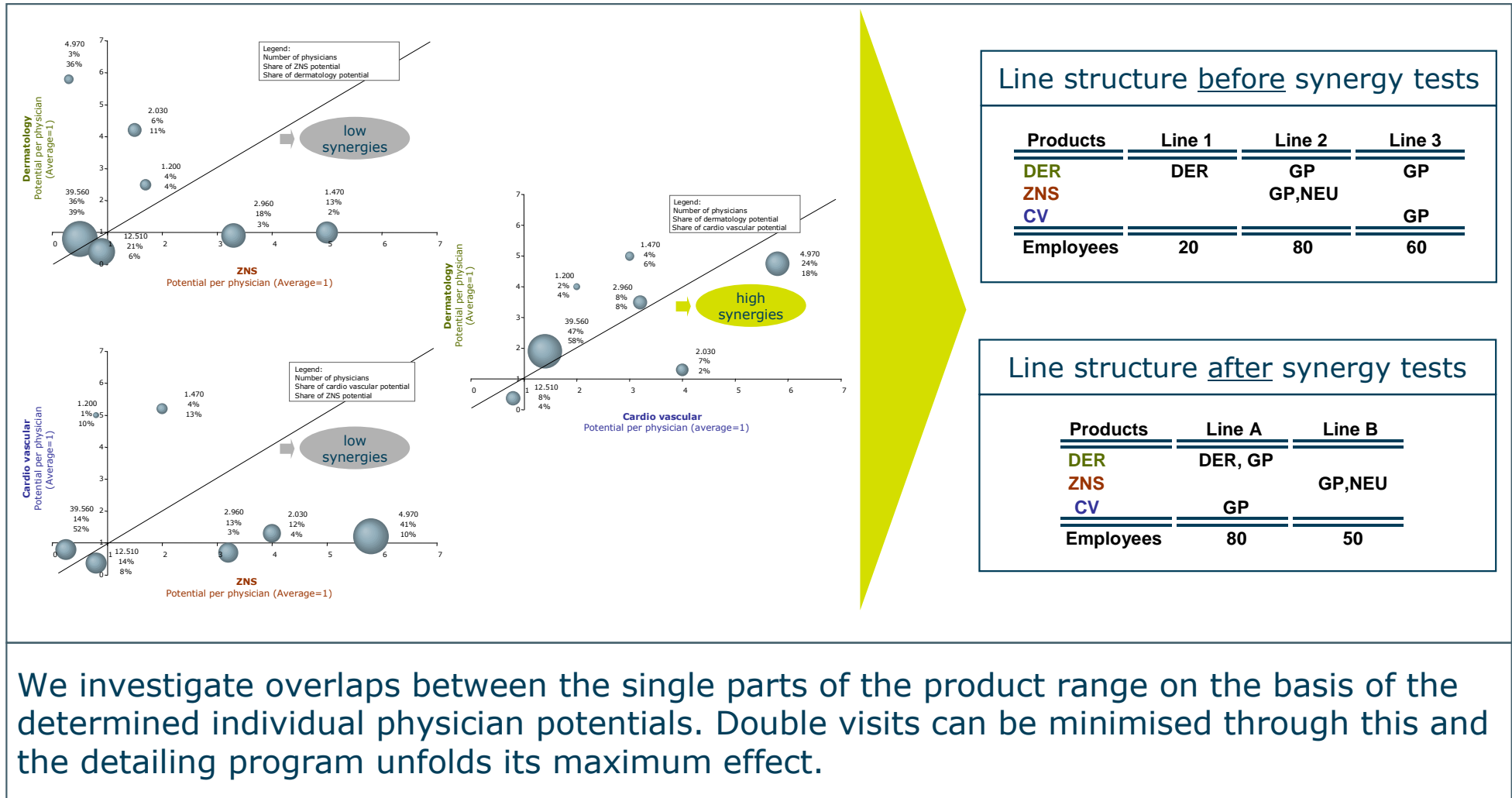
# Potential and sales summaries concretely portray customers with a below average exploitation



Through the differentiated examination of potential and sales for every doctor, we identify customer segments of below average exploitation and deliver the respective individual addresses including the corresponding profile criteria.



# Which line should detail which products at which physicians? – Overlap analyses give answers



We investigate overlaps between the single parts of the product range on the basis of the determined individual physician potentials. Double visits can be minimised through this and the detailing program unfolds its maximum effect.



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# Our principals

## **Accuracy**

Quality is demonstrated by accuracy down to the details. This is the way we understand the term quality. Our diligent way of working guarantees just that.

## **Dedication**

We have the aim to exceed our customers' expectations. For this purpose, we mobilise our full power, our creativity and our dedication. Adherence to delivery deadlines, accessibility and diligence are not secondary for us but the foundation of a successful collaboration.

## **Partnership**

We comprehend our role as associates of our customers in the fight with competitors. We proactively search for and deliver solutions in our area of expertise that help our clients to gain competitive advantages. The success of our customers is the largest acknowledgement of our work.



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# Your contact persons for all questions related to sales planning:

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