

Modest, incremental tweaking of the pharma sales model is not the solution...transformational change options need to be surfaced and tested.

The Background: A mid-sized pharmaceutical company needed to address the reality that it could not afford to purchase market share through the use of a mega-sized sales force. While their product portfolio was strong, their marketing and sales efforts were being marginalized by the sheer volume of competitive “feet on the street” and the resultant decrease in physician access. They had spent significant resources on sales force optimization techniques and expansions, but the return on the investments was continuing to drop.

The Challenge: The company was challenged with creating and piloting new sales models without distracting the current field force and jeopardizing its market position.

Introduction to the Approach: Recognizing that conventional thinking would not provide the insights needed to begin constructing a new sales force model, the company called on The Atlantis Group. The Future Scenario Learning tool was utilized and adapted to allow the company to integrate the expertise and opinions of its internal experts with those of industry key opinion leaders. Through a series of workshops and behind-the-scenes analysis and brainstorming, four significantly different sales model options were identified. [Contact The Atlantis Group to learn more about our methodology.](#)

The Result? The company has established a task force to dimensionalize the specifics around each sales force model. By using the future scenarios and by conducting a “Beacon Review” of recent driving forces, The Atlantis Group has enabled the company to identify each model’s critical success factors, as well as those areas of the country that currently mirror a specific future environment in which to pilot the model. Thus, based on a considered perspective of what the future may look like, the company is actively piloting new models that will fit a specific future.

Since no one future can ever be accurately predicted, the company is poised to quickly and effectively pioneer and lead the industry with radically new but proven approaches to customer relationships and sales force models...no matter which future plays out.

Finally, and what is considered by the client’s executive leadership team to be the best benefit of all, the right timing for “triggering” implementation can be pinpointed, thereby minimizing the risk and potential organizational upheaval.



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