



SALES FORCE SIZING

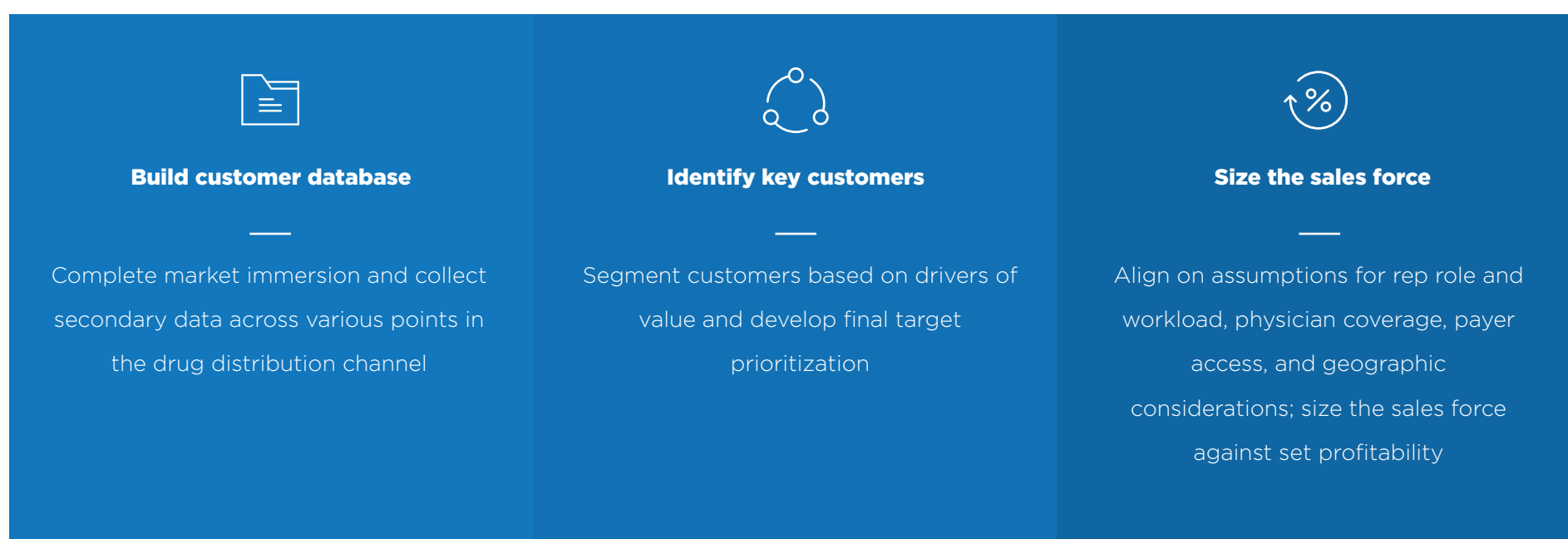
CLIENT NEED

In light of positive top line phase 3 results, the client needed support in developing their sales force strategy towards a potential launch in coming year for a product used in both clinic and long-term care settings.

OUR SOLUTION

159 built a robust framework for a holistic solution to the client's sales force strategy needs. The team developed an integrated database to profile customers, identified key value drivers to segment and prioritize targets, assessed rep workload against profitability to size the sales force, and conducted sensitivity analysis of key assumptions to evaluate financial implications.

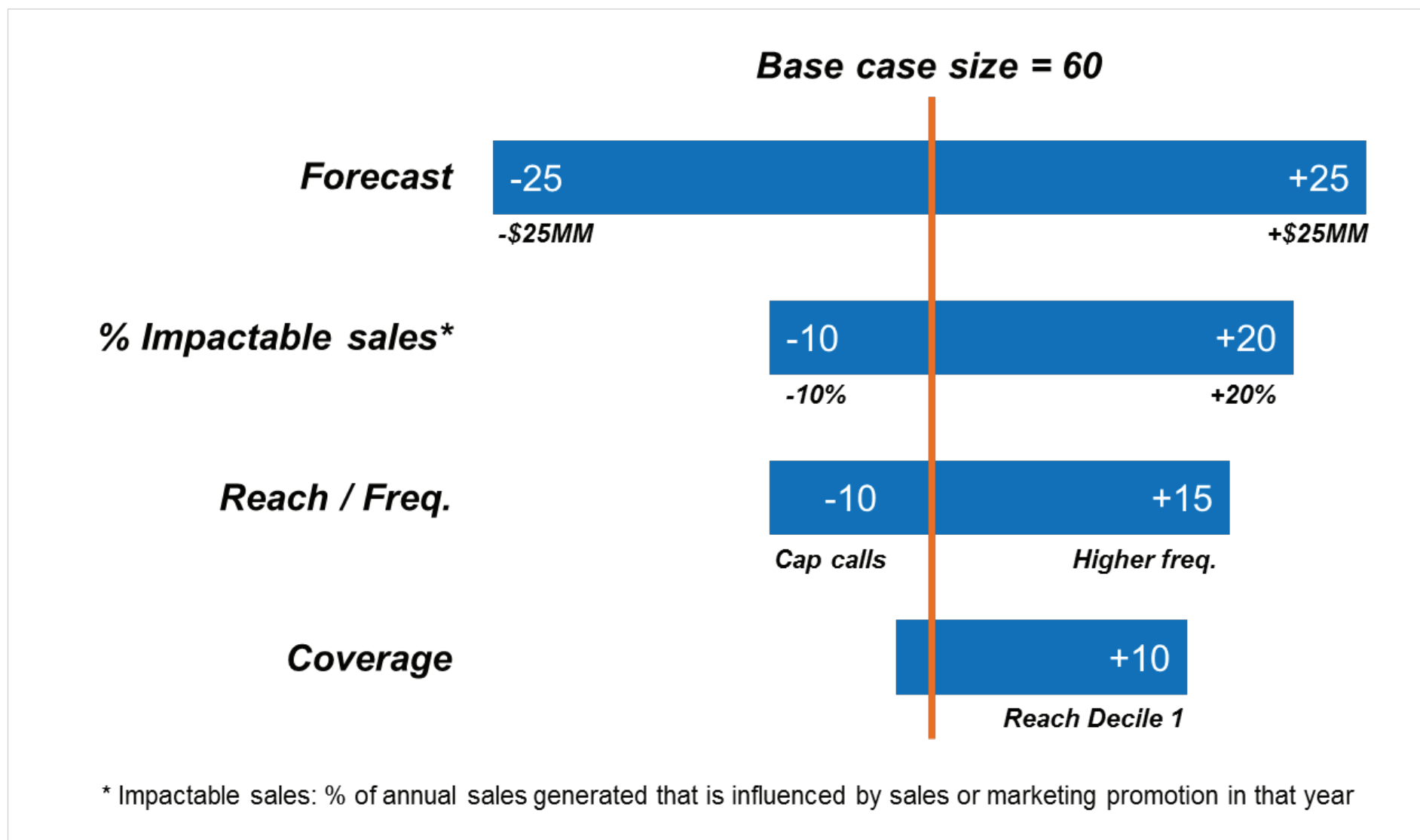
OUR APPROACH



PROJECT OUTCOME



ILLUSTRATION OF KEY ASSUMPTIONS DRIVING SALES FORCE SIZE



Author: Deepak Gopinath | Principal

Deepak Gopinath is a Principal at 159 Solutions, an analytically driven company focused on providing solutions to life sciences companies. He has 11+ years experience in Life sciences (Pharma, Biotech, and Medical Devices) advising senior leaders on sales strategy, go to market strategy, marketing analytics and sales operations. Prior to joining 159, he worked at ZS Associates where he led a broad range of sales and marketing engagements and setup the offshore B2B team. Deepak has an MBA from the Ross School of Business, University of Michigan and an undergraduate degree from the Indian Institute of Technology, Madras.

✉ deepak.gopinath@159solutions.com