

CASE STUDY

identifying opportunity through custom research

Sales Environment

The Issue:

Reacting to the changing pharmaceutical sales environment, a leading pharmaceutical manufacturer wanted to improve the current sales rep detail process to meet both external and internal customer expectations and to create a valuable detail experience for physicians.

The Solution:

MRSI designed an online quantitative research study to assess the existing sales detail environment and explore new opportunities for changes to the client's existing sales detail model. Utilizing advanced analytical techniques, we were able to go beyond the analysis items originally specified to quantify the importance of specific sales rep attributes as well as the detail components.

Business Implication:

These results provided the client with prioritized action items to improve the detail experience as well as a quantified understanding of the current marketplace.

For more information, contact us at **513-579-1555** or visit **www.mrsi.com** today.