

Do You Know Where Your

Hot Spots Are?



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We all purchase data for a variety of reasons. We use it:

- For market research;
- For territory alignment;
- To understand sales performance;
- To assess the market;
- To compare the market; and
- To maximize resources and people.

Through the integration of external and internal data, it is possible to tell where your “hot spots” are. By definition, hot spots are those areas that examine demographics by target audience, and sales performance. It is possible to go one step further by looking at sales *versus* the individual targets set for representatives.

As district managers and/or marketers, everyone wants to know how their brands are doing and where they can do better.

Through an integrated system of mapping, one can easily integrate diverse data sets on a visual basis. This type of system allows you to use colour codes to display thematically an overlay of different data according to postal code, territory, district, or region. For instance, dark areas *versus* light areas depict sales volume, which can be measured by performance *versus* resources to help you deploy your people appropriately (see diagrams). Basically, by examining all the data visually, you can determine where you are performing well, and/or where you are under-performing, based on audience, reimbursement and other measures.

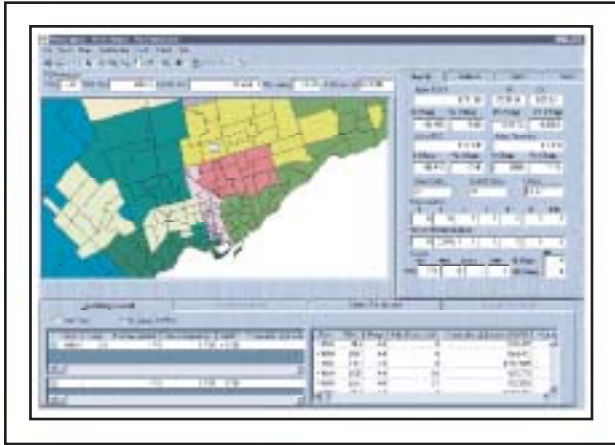
Case Example

The Issue: Let’s say that data which comprises territory number, doctor counts, class index figures, market research variables, income, population details and representative capacity* is received from a third party. Your mandate is to deploy the appropriate number of people, by sales, activity, and audience requirements.

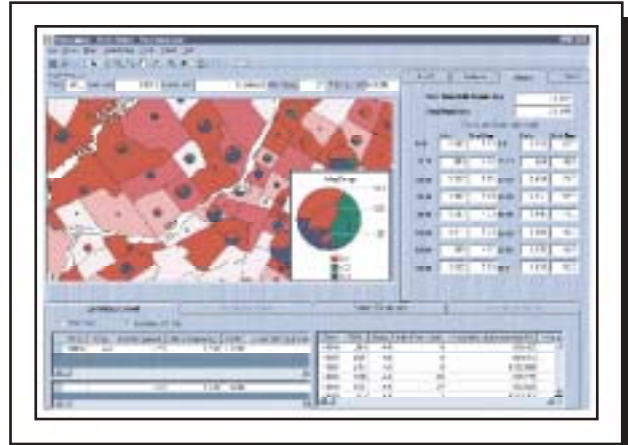
The Solution: This could be a cumbersome and time-consuming task without the appropriate system in place. Through technology known as mapping, a geographical information system (GIS), which allows people to integrate data on a postal code or territory level, one can measure call capacity (reach and frequency) against sales potential. The purpose is to give health-care and pharmaceutical companies the tools to determine where and when to place representatives, and decide who these representatives should call upon.

A mapping system will allow companies the flexibility to analyze various marketing and sales force scenarios prior to implementation, and provide the flexibility of analytics to understand the association of various data sets to monitor performance easily.

* Representative capacity is individually defined by each company based on sales force type, availability and audience segmentation, as well as reach/frequency.



Understanding Territory Alignment: This map shows territory alignment in the greater Toronto Area. Sales by territory are shown in the respective tabs.



Sales by Target Audience: The various shades of red indicate the sales. The darker the red, the higher the sales. Overlay of the pie chart indicates the size of the audience ranked by Q1, Q2 and Q3.

One step further

By understanding the association between data sets and lack of specific information available, as in doctor level data, areas can be modeled on the data that has been presented, so that a company has a full understanding of representative and product performance.

There are tools available, such as one called Panoramics®, that allow companies to easily:

- Ascertain sales performance on a visual basis;
- Re-district and re-align territories by multiple postal codes (in less than 30 seconds);
- Assess market access requirements;
- Tell marketers where and to whom they should market;
- Allow a district sales manager to assist and understand representative sales planning; and
- Analyze company-specific key performance indicators (KPI's).

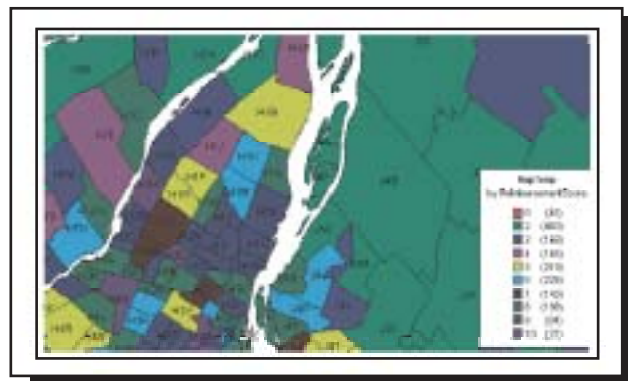
Companies using such a system are able to:

- Efficiently analyze and deploy sales forces;

- Examine representative capacity and decide how to place the sales force for maximum effect (or take a look at over-performing and under-performing areas);
- Model provinces not covered by doctor level data; and
- Simply understand to whom and how they should market, based on demographics.

The system also tracks data, and assists in bonus and compensation plan development.

Mapping systems have been available and used by many industries for years. The pharmaceutical industry is now becoming familiar with the concept of integrating all the important variables, including age, household income, target audience, class index, sales by product,



Reimbursement Potential: This map is themed on reimbursement. The various ranges are assigned in the legend. In this instance, outside of Montreal, the dark purple indicates high reimbursement, whereas in the outlying areas reimbursement is low.

moving annual totals, territory location, activity and so forth, in order to maximize potential.

Wouldn't it be great if this information could be modeled to provide brand plans, sales activity and resource deployment? It can. This is possible through the integration of data through customized mapping systems such as Panoramics®.

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