

# APL International

## Knowledge in Action

APL International is a recent addition to the list of consulting firms serving the Canadian pharmaceutical industry. The company was founded by Sayeed Wakani almost three years ago, after he left Bristol-Myers Squibb. Mr. Wakani is a seasoned pharmaceutical veteran, with 25 years of experience in Canada and the U.K.

“My objective in setting up APL was to serve unmet needs in optimizing sales force effectiveness. The sales force is a pharma company’s single largest promotional investment, and my background and experience in sales management naturally led me to specialize in this area.”

Mr. Wakani notes that APL’s tag line of “Knowledge in Action” speaks to “our focus on execution and driving competitive advantage for our clients. And we work exclusively with the pharma industry.”

“When did you last encounter consultants that were willing to share the risk, let alone take all the risks?” asks Mr. Wakani. “We guarantee our work because we know from experience that our interventions work.”

Dan Jordan joined APL earlier this year, bringing 10 years of account management experience with secondary market research and decision support tools from IMS Health.

Together, Mr. Wakani, Mr. Jordan, and their APL associates constitute an established network of consulting partners, offering a full range of services, from tactical to strategic commitments.

“APL has been engaged in a very diverse range of consulting engagements with the common element of enhancing sales force effectiveness for our clients,” says Mr. Wakani.

The projects range from customer segmentation and customer needs research to optimizing sales force sizing.

“We use an integrative approach to consulting,” says Mr. Jordan. “It is important to understand the organization’s strategy, culture, and processes to deliver the best solution to the client. We work closely with our clients, and our knowledge of their business and the pharma industry contributes to the pro-

Table 1

### Services offered by APL

- Sales force effectiveness
- Benchmarking
- Client profiling
- Optimizing sales force size and structure
- Customer needs research
- Bonus and compensation
- Information value audits
- Management information systems consulting
- Project management
- Business information strategy

ject’s success and leads to return engagements.”

Mr. Wakani notes that pharma executives are under tremendous pressure because sales growth targets are outpacing the growth in resources available to meet those higher revenue expectations. Consequently, companies have to be more effective in targeting their resources. APL provides expertise that their clients don’t have or augments existing internal capabilities.

APL is currently introducing a benchmarking service that will provide insights to companies eager to understand how they rank against their peers. The data will be made anonymous and will cover such topics as sales force training, decision-support and sales force automation tools, and sales force performance indicators.

APL prides itself on delivering value to its clientele, which includes mid-size to the top 10 Canadian pharmaceutical companies. Value delivery is optimized by clearly identifying project objectives, setting project plans, addressing change management issues, and executing aggressively to ensure timely delivery.

APL invites you to visit its Web site at <http://aplinternational.com> for additional details on the services it offers (Table 1). **CPM**