

0 to 588 in 32 Days – Deploying a large sales team to boost last quarter Rx



CS-343-08

Challenges

- Deploy a large team quickly to maximize growth in last quarter

Staffing Goals:

1 National Sales Manager, 3 Regional Vice Presidents, 47 District Sales Managers, 572 Sales Representatives

Solution

- Engage PDI’s infrastructure to recruit, on-board, train and field a sales force to client profile for speed-to-impact

Results

- District Sales Managers - 90% had prior pharmaceutical sales management experience averaging 9 years
- Sales Reps - 60% had prior pharmaceutical experience

Hiring Results - 32 days:

- 3 Regional Vice Presidents, 40 District Sales Managers and 545 Sales Representatives -- over 95% complete in 32 days
- NRx growth reached 15% in a 3-month period with deployment of PDI team

