

CENTERFIRST SALES ACCELERATOR: MAXIMIZING THE VALUE OF YOUR PROMOTIONAL INVESTMENT

How to make the most of your inside sales interactions

With the shift in demand for a hybrid sales approach, pharma companies are confronting challenges such as decreased productivity, a crowded sales environment with inexperienced reps, and the implementation of new technology and skill sets. To solve these challenges, pharma leaders now have the opportunity to pull insights from inside sales interactions and apply them to all sales teams (field, hybrid, virtual, and inside) to improve overall sales productivity.

The new sales environment also raises questions about lasting impacts on sales models:

- How will interactions match our company and brand image?
- How will sales teams adapt to achieve a desired share of voice?
- How will we support HCPs who expect the convenience of multi-channel interactions?

SALES ACCELERATOR

A new approach to solve pharma sales challenges

By using expertise with contact centers along with our [enhanced quality monitoring](#), we can help pharma companies rethink the design of their sales force and improve sales call effectiveness. One advantage inside sales teams have over field sales teams is the ability to record their interactions. This allows for valuable leading performance indicators, timely coaching, and faster performance improvement – to accelerate the effectiveness of the entire pharma sales force. Here's how **Centerfirst Sales Accelerator** works:



Assess and Configure

- Assess current vs. desired share of voice and present options.
- Manage transition to desired state.

Train and Align

- Ensure sales readiness (skills, messages, technology).

Measure and Accelerate

- Monitor a real-time dashboard with sales leading indicators.
- Accelerate adaptations at the rep and program level.

CASE STUDY

THE POWER OF SALES ACCELERATOR

Sales Accelerator produced positive outcomes for a client that transitioned face-to-face sales reps to an inside sales environment.

Objective

Maintain share of voice by transitioning to inside sales

Solution

- Assessed inside sales skill sets
- Trained reps on targeted skill sets
- Monitored indicators and coached on targeted skill sets

Results

Identified dozens of sales program improvements. Based on our analysis of inside sales monitoring, we found that these two leading indicators were highly correlated to the overall customer experience during the sales process for this program.

Two-way dialogue up

+51%

Call management up

+40%

CENTERFIRST™

Reach out to learn how Centerfirst can help you find your organization's sales leading indicators.