

**DATA
INTELLIGENCE**
Business Intelligence
Solutions for Pharma

PharmaCOACH

Sales force development made simple

The easy way to
get the best from
your sales force



The right sales skills?

Taking the pain out of sales force development

Rapid change across the pharma industry is causing many companies to re-evaluate their sales and marketing strategies, with a focus on maximising returns on existing products. Doing more with less, in an increasingly competitive market, inevitably puts pressure on the sales force.

For a sales force to be effective, each sales rep needs the right knowledge, motivation, support and skills to translate opportunities into sales. Without these essential ingredients, the sales and marketing effort will underachieve, often leading to frustration among sales teams and their managers, high attrition rates and increased training costs.

All of this increases the demands on sales managers to deliver an effective and consistent approach to the development needs of each sales person. The sales force should be motivated and empowered through constructive, objective support for personal development on an individual basis.

Maximising the productivity and effectiveness of a sales force requires not only the time and management skills to develop teams, but some hard data on which to assess performance. Objective information is required on how to increase the sales impact of your reps and help to embed the required behaviours throughout the organisation with minimum disruption.

In response to these challenges, pharma companies are increasingly looking for new solutions to help improve the effectiveness of their sales forces through leading edge sales coaching and development.

These Business Intelligence solutions need to be flexible enough to handle a wide range of markets, customers and sales activities. They also need to be cost-effective to customise to the needs of increasingly specialist sales and marketing teams.

That's where Data Intelligence comes in.

About PharmaCOACH

Develop the skills of your sales force the easy way.

PharmaCOACH is our innovative online application designed to help you maximise the productivity and effectiveness of your sales force. It brings together all the tools and information that sales managers need to co-ordinate the development of their sales teams.

PharmaCOACH also provides sales reps with invaluable analysis, data and support, tailored to their individual development needs.

Combining next-generation online technology with our deep knowledge of the pharma sales process, PharmaCOACH provides a unique software solution to help optimise the investment your business makes in your sales force.

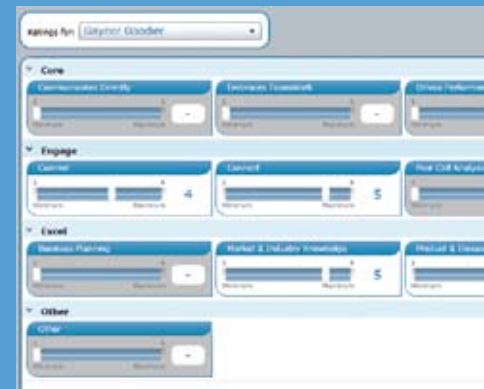


What clients say about Data Intelligence:

"The effective and integrated use of our sales and marketing data is giving us a competitive edge in our markets and Data Intelligence have delivered a sophisticated solution that gives us consistent data which we can drill down from a national level to individual customers"

**Stephen Lightfoot, MD,
Daiichi Sankyo UK**

Innovative motion charts allow you to track reps' performance over time.



Soft measures such as influencing skills can be compared against hard measures such as sales growth.

What clients say about Data Intelligence:

"I've never seen such a seamless and easy rollout of a sales system."

Daiichi Sankyo UK Sales Rep

PharmaCOACH – the benefits

A single data and analysis solution for streamlined management

PharmaCOACH brings together all the information required to organise and manage the sales coaching and development process in a single, secure online environment. It automates time-consuming administrative processes, eliminating the need for disparate data sources and spreadsheets, saving time and money.

A consistent and focused approach to sales force development

PharmaCOACH helps to motivate and empower you sales force by providing a framework for constructive interaction with sales managers, so that every meeting in the field has a positive impact on improving sales. It helps sales managers to track performance and prepare and follow up on coaching sessions, with instant access to live sales data.

Easy-to-use, next generation online application tailored to individual users' needs

Providing a rich user experience using the latest Microsoft Silverlight technology, PharmaCOACH can be customised to your specific business needs, processes and sales cycles. The platform can then be personalised for any individual sales manager or rep to reflect your sales force strategy.

Designed by a team of experts with decades of experience in pharma Business Intelligence

We have a deep understanding of the pharma sales lifecycle, metrics and key competencies required of the field force. Using this knowledge, PharmaCOACH incorporates analysis tools based on best practice sales force skills that can be tailored to the unique requirements of your individual sales teams.

What clients say about Data Intelligence:

"We knew we needed to change how business information operated and Data Intelligence brought the right combination of pharma industry experience and technical know-how to let us focus on driving profitability."

Jeff Hart, BI Manager, Daiichi Sankyo UK



Online training videos are easily accessible to help develop personal skills.

Key features

PharmaCOACH includes different user modes designed for use by sales managers and sales reps respectively, giving access to the following:

Analysis

Gives your sales teams an innovative way to track the performance of each member of their sales teams over time using Motion Charts. Key competencies such as business planning skills and market knowledge can easily be compared to hard performance metrics, e.g. Sales vs. Target, Sales Growth, Market Share, etc.

Ratings

Allow the sales manager to set ratings for individual competencies and behaviours. These can be configured to reflect your sales force strategy and customised to each sales cycle.

Benchmarks

Provide an average rating of your sales reps' individual competencies and behaviours over time.

Resources

Acts as a repository for training material such as videos and best practice guides.

Coaching sessions

Helps sales managers and reps to prepare for and follow up on coaching sessions and agree development objectives for your key accounts, new opportunities and to plan sales meetings.

Further information:

For a free initial consultation or to find out more about our pharma sales and marketing data solutions, call: +44 (0)1753 247665/ +44 (0)7971 190836 or email info@data-intel.co.uk

What clients say about Data Intelligence:

"It was important for us to find a partner who combines a deep understanding of complex pharma data with significant expertise in Microsoft Business Intelligence technology – Data Intelligence fits this profile perfectly."

Boris Mirnik, Head of Global Sales and Marketing IT, Bayer

What clients say about Data Intelligence:

"Our previous data platform and reporting tools were based on old technology and prone to error. Data Intelligence has helped us to respond quickly to new business opportunities and challenges."

Mike Hope, Sales Force Operations Manager, BMS UK

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About Data Intelligence

Data Intelligence specialises in sales and marketing software solutions and services for the pharma industry.

Our aim is to remove the pain from using pharma business information. Our solutions are designed to bring together fragmented sales and marketing data – wherever it comes from – to allow instant analysis and reporting.

We firmly subscribe to the view that Business Intelligence is a service, not just a system. So, Data Intelligence brings together decades of pharma industry experience, the latest Microsoft Business Intelligence technology and high standards of client service to meet changing business needs.

The result is a proven approach providing powerful Business Intelligence to meet the individual needs of pharma executives and deliver competitive advantage to our clients.

Microsoft

**Pharmaceutical
& Life Sciences**

Innovation Award '09

Sales and Marketing

WINNER