

Sales Territory Alignment Abstract

With the average drug maker targeting approximately 200,00 out of 800,000 total prescribers in the U.S. and employing a sales force of between 500 and 600 reps, divvying up territories is crucial to ensuring maximum market coverage.

Territory alignment becomes an issue whenever companies merge or expand their sales forces. It is important to divvy up territories not based upon workload alone, but to consider "time size" and "disruption" as well, according to Jean-Patrick Tsang, president of Bayser Consulting.

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