



TRACKER STUDY

MESSAGE RECALL & SALES FORCE EFFECTIVENESS EVALUATION

OBJECTIVE



Our client needed to **measure and track its sales force efficiencies** through customers' ability to recall their brands messages in comparison to market competitors and track with previous performance through identifying the promotional message received for its strategic brands and the market competitors and figuring out the messages impact, lingering, credibility and clarity and monitoring the skillfulness of its sales force in terms of various factors to best understand and leverage the brand's opportunities in the market.

METHODOLOGY



Quantitative technique utilizing face-to-face interviews were conducted with HCPs at their private clinics representing all regions covered by the field force, to evaluate sales force effectiveness & performance vs competitors, **for more than eight strategic brands**, and sample size **exceeding 1000 HCPs**, with **over eight different specialties**, conducted **annually**.

RESULTS



The effectiveness of the marketing messages and competitive environment facing brand marketers **were effectively assessed and monitored**, along with sales force effectiveness. An **improvement** in each brand sales force performance is emphasized by this attitudinal tracking, providing insights, highlighting changes and the drivers of these changes.