

Competitive Benchmarking of Leading Immunology Sales and Marketing Organizations in Europe: Commercial Operations Approaches

2020 Edition

Based on information derived from primary research conducted by skilled competitive intelligence professionals, this report benchmarks commercial operations for leading companies competing in the dynamic immunology specialty market.

Allow clients to analyze the commercial functions of the target immunology franchises of leading pharmaceutical companies in terms of:

- Strategic overview of the Immunology franchise
- Deployment of Sales and Marketing personnel by type
 - Sales Representatives by group/specialty
 - Key Accounts personnel focused on Immunology
 - Senior Management
 - Field Sales Managers
 - Product Managers
 - Medical Liaisons
- Structure of Sales and Marketing organization
 - Organizational Chart/Reporting Relationships
 - Role of Medical Liaisons
 - Field Market Access Personnel
- Management of the Product Portfolio
 - Prioritization of products among key Physician audiences
 - Allocation of details by target Physician audience
 - Call Reach and Frequency
- Detailing Intensity Analysis
- Compensation for select immunology sales personnel
 - Typical perks
 - Average Bonus

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