

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

2018 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 key Sales and Marketing personnel by type
 - Medical Representatives by group/specialty
 - District Managers
 - Product Managers
 - Senior Management
 - Medical Liaisons
- Structure of the Sales and Marketing organization
 - Organizational Chart/Reporting Relationships
- Management of the Product Portfolio
 - Prioritization of products among key Physician audiences
 - Allocation of details by target Physician audience
- Typical Compensation Package for Immunology Sales Representatives
 - Average salary
 - Average bonus
 - Typical perks

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