



Pharma Partnering

Business Partners On Demand

Case Study 4 – Sales Incentives Frameworks

Client

A global leader in Oncology and Diabetes.

Brief

Client needed to bring outlying affiliates into a more “corridor approach” to setting sales targets and incentives plans, this client was seeking a decision framework that could be issued as soft guidance to their affiliates. The guidance would reflect best practice, drive out non-standard approaches, and allow for “like for like” comparison of ROI from incentive plans across the globe.

Solution

A decision tree and detailed guidance, case studies, modelling tools and slide kits were developed and implemented as part of the client's central SFE guidance. An initial fairness analysis tested the adoption of current incentive plans, and set the benchmark for addressing the areas of greatest need first.

If you are interested in working with us or have any questions,
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