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Case Study #2
Sales Force Effectiveness, from Art to Science

Sales Force Effectiveness (SFE) is a broad concept, ranging from sales force overhauls to targeted improvement initiatives for highest priority segments. Until recently, sales modeling was not feasible for players in the Latin American healthcare sector due to the lack of comprehensive hospital data. The patchwork quilt of information pieced together from field teams is often inconsistent across hospitals and even more so across geographies. Such information is often developed by the sales team, focusing on hospitals where reps have pre-existing relationships and leaving aside hospitals with hidden potential. Asking sales teams to gather market information is an unwanted distraction often met with resistance. Salesmen should be focused on the best opportunities, but how do you identify them properly?
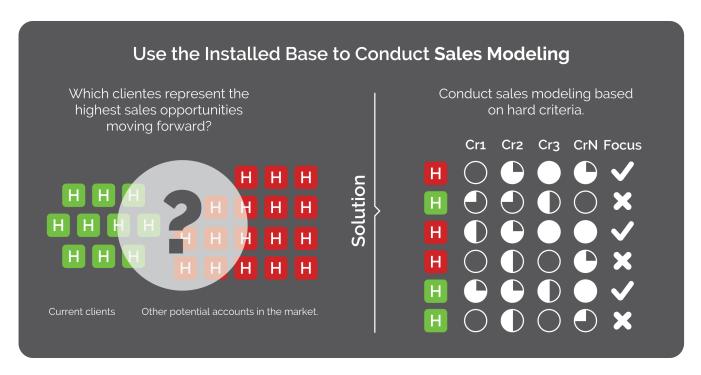
Thankfully, companies can now leverage a robust and user-friendly database comprising 80% of Latin American hospitals to put their SFE into action. The Global Health Intelligence (GHI) Hospital Demographics Database covers 12,000 hospitals with over 2 million unique datapoints for a comparable view within and across Latin America's top markets: Brazil, Mexico, Colombia, Argentina, Peru, Chile, Panama, Guatemala, Costa Rica, Puerto Rico and the Dominican Republic.

Major medical device companies and other healthcare players are arming their SFE programs with GHI's database, allowing them to quantify and improve ROI on sales initiatives. It takes out the guesswork and reduces the information asymmetry from local reps.   Clients use the GHI database to feed sales modeling for Latin America, with the following benefits:

- **Accurate, comprehensive view of targets and business potential:** Developing an all-inclusive list of a target hospitals can be an enormous task. GHI's database puts that information at the client's fingertips in seconds, enabling companies to identify target and quantify opportunities in a few clicks of the mouse. For example, a medical imaging company might seek to generate a target list of hospitals with over 100 beds and a minimum number of imaging machines on the premises.

- **Put the data on autopilot:** Synthesizing and updating data from a myriad of external and internal sources to feed SFE/CRM programs is a laborious and costly task. It is easy for a company to feel like it is "drowning in data" and yet struggling to produce comprehensible, actionable information for business decisions. The GHI database can be tailored to integrate seamlessly into your management systems with automated updates in just a few clicks so you never have to think about it again.

- **Optimize and tailor sales force design and account coverage:** The granularity of this data enables the company to staff local salesforce and allocate resources towards maximum impact on the company's objectives at a territorial level. Companies can identify where their market share is low and implement a differentiated strategy accordingly. Understanding the true business value of each hospital enables field sizing optimization and proper segmentation so a sales rep can tailor their interactions with each account.

- **Replicating success:** Arming SFE initiatives with proper data allows the company to more accurately evaluate sales effectiveness and institutionalize best practices, removing risk from the individual and empowering the organization.

Use the Installed Base to Conduct Sales Modeling

Which clientes represent the highest sales opportunities moving forward?

Conduct sales modeling based on hard criteria.

Current clients   Other potential accounts in the market.

Data in Action

Top hospital equipment player uses GHI data for SFE modeling

Who:

Leading global healthcare solutions company operating in multiple LatAm markets.

How the data is used:

Sales force effectiveness, propensity modeling, managing distributors.

What they love:

"We do all of our sales modeling on it. Our business intelligence team is using the data to identify hospitals with the highest sales opportunity by modality, weighting and scoring attributes to create tiers. We can direct and target our salesforce accordingly."greatest new revenue opportunities.

Best feature:

Dashboard filtering tools generate a quick list of targets based on selected criteria.n be accessed company-wide.

About Global Health Intelligence

Global Health Intelligence provides detailed information on healthcare infrastructure in emerging markets in order to help clients understand the competitive landscape and identify opportunities for growth.

Founded on over 20 years of research expertise in emerging markets, Global Health Intelligence has developed the world's largest hospital demographics database focused on Latin America.

Find out how Global Health Intelligence can help you grow in emerging markets:

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Our Services

● **Hospital demographics**
The world's largest hospital demographics database focused on Latin America

● **Market size / share**
A unique methodology based on the analysis of import data to deliver reliable insights in a timely manner

● **Tailored research**
Refined with 20+ years Market Intelligence experience:
- Market sizing and segmentation
- Partner search & market due diligence
- Competitive profiling
- Pricing and cost analysis
- Best practices
- Positioning and opportunity identification

Hospital Database Characteristics

12,000 hospitals profiled

Coverage in 11 countries

Over 100 data points per hospital

Raw data exports to Excel

Integration into your CRM

Prebuilt Tableau dashboards

Available immediately!