

## OnDemandIQ Improves Sales Effectiveness at Duramed Pharmaceuticals

### Challenge:

- Wanted an effective means of informing and directing all levels of the sales team
- Needed visibility on key metrics in multiple markets and at various levels of the organization

### Solution:

- Retained OnDemandIQ to implement its suite of sales operations services and technologies, exposing opportunity and maximizing potential of its sales organization. Solution provided visibility on key metrics to all levels of the sales organization.

“Whenever I pick up the phone to reach them, it barely rings once and they’re available. And any time we need them face to face, they’re here.”

-Bob Candea, Duramed’s VP of Proprietary Sales

### Results:

- Streamlined management of sales representatives and territories
- Improved market visibility and insight



Figure 1: Management and representatives access their personalized key metrics, market insight and progress meters via an easy-to-use, drillable web-based interface

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Duramed Pharmaceuticals, Inc. is a subsidiary of Barr Pharmaceuticals, Inc. and develops, manufactures and markets proprietary pharmaceutical and medical device products.

When the company increased their sales team following an acquisition, they discovered they needed a more effective way to manage and communicate with their sales team. Duramed was concerned about their new, larger sales team’s ability to identify challenges and opportunities at the territory level, measure progress to goals, and generally maximize sales potential.

Duramed turned to OnDemandIQ for a simple solution that provides management with increased visibility on sales and activity while enabling sales representatives to better supervise their territories. Bringing together data that was stored in different systems into a centralized access point, OnDemandIQ gave Duramed’s sales team greater insight into sales drivers and a more comprehensive view of their business.

With the new solution, OnDemandIQ offers every level of the organization a dashboard that reflects their most important metrics. Representatives have personalized scorecards that reflect their compensation metrics so they can track their progress and spot opportunities. Management can access their own customized dashboards that

highlight their reps' performance and provide the relevant information they need to help manage their team more effectively. Executives receive daily, monthly, and quarterly high-level reports on the performance of their sales team, presenting early feedback on the impact of new sales strategies, thereby allowing for midstream course adjustments.

"They've integrated every piece of data that we need and put it into a practical format for the field to use—not only to manage reps, but to manage territories," said Bob Candea, Duramed's Vice President of Proprietary Sales.

As a result, members of Duramed's sales forces are able to retrieve actionable information as often as they need, instead of hunting through different systems that each provide only one piece of the complicated sales puzzle. In addition to sales rep access, Duramed's management can also determine the return generated by various types of sales activity.

"Understanding the impact of sales effort on sales at each prescriber decile and in each market is key to the formulation of two critical elements of a successful sales team - effective sales strategy and appropriate compensation metrics," says OnDemandIQ's co-founder, Steven Schneider.

By providing both representatives and management with improved visibility on challenges and opportunities, Duramed Pharmaceuticals was able to successfully implement and monitor a new sales strategy, which contributed to Duramed exceeding sales targets and increasing growth.

In addition to creating a no-hassle solution to sales operations, OnDemandIQ provides superior customer service for analysis needs—in person, on the phone, and via e-mail. When Duramed has questions or concerns, OnDemandIQ is accessible and ready to help.

"Whenever I pick up the phone to reach them, it barely rings once and they're available," said Candea. "And any time we need them face to face, they're here."

To find out how OnDemandIQ's smart solutions can help your sales force maximize its talents, contact us at (310) 866-5010.

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- Steven Schneider, CTO, OnDemandIQ

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