

8 Key Strategies for Effective Pharma Territory Alignment

Identify Targets

Pinpoint high-value healthcare providers, such as key opinion leaders and high-volume prescribers, as well as underserved areas with untapped market potential. These data-driven insights ensure your territory alignments provide optimal access to the healthcare providers with the most significant influence on prescribing patterns and patient outcomes.

Adopt Territory Management Software

Our mapping and territory management software is invaluable in creating and visualizing your territory alignments. These tools enable you to make informed decisions, track performance, and identify opportunities for optimization. You can easily leverage your gathered data to ensure decisions are based on a comprehensive understanding of your market.

Try It Out

Implement a pilot program before fully rolling out your new territory alignments.

This allows you to test the alignments, gather feedback from sales representatives and healthcare providers and make necessary adjustments to maximize impact and effectiveness.

Adjust territories in Real Time

Keep your territory alignments flexible by making adjustments when needed, whether it's due to market shifts, team changes, or new strategic priorities.

These strategies help you create strategic pharma territory alignments that empower your sales teams.

Gather Data

Start by analyzing sales performance data, market trends, and other key metrics to understand your current pharma territory alignments.

This foundation helps identify where you can make the most significant improvements.

Create Segmented Regions

Divide your sales territories based on geographic, demographic, and market potential data.

This ensures each territory has access to high-value providers, enabling your sales representatives to maximize their engagement and productivity.

Involve Sales Reps

Engage your sales team in reviewing and refining the proposed territory alignments.

Their on-the-ground knowledge and insights help optimize the alignments to match market realities and healthcare provider needs.

Monitor Performance

Track leading indicators (meeting frequency, sample distribution, territory coverage) and lagging metrics (prescription volumes, market share, revenue) to measure success. Regular reviews combining these metrics with feedback from providers and representatives help identify opportunities and guide territory adjustments.

