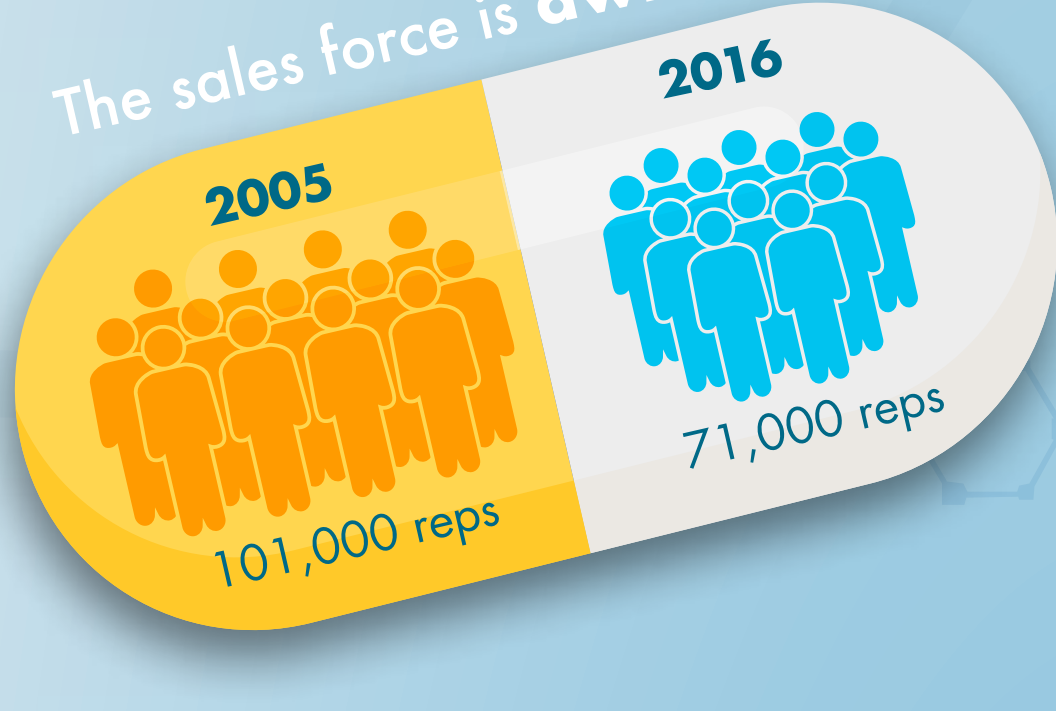


# From Generic To Brand: Engage Your Pharma Salesforce

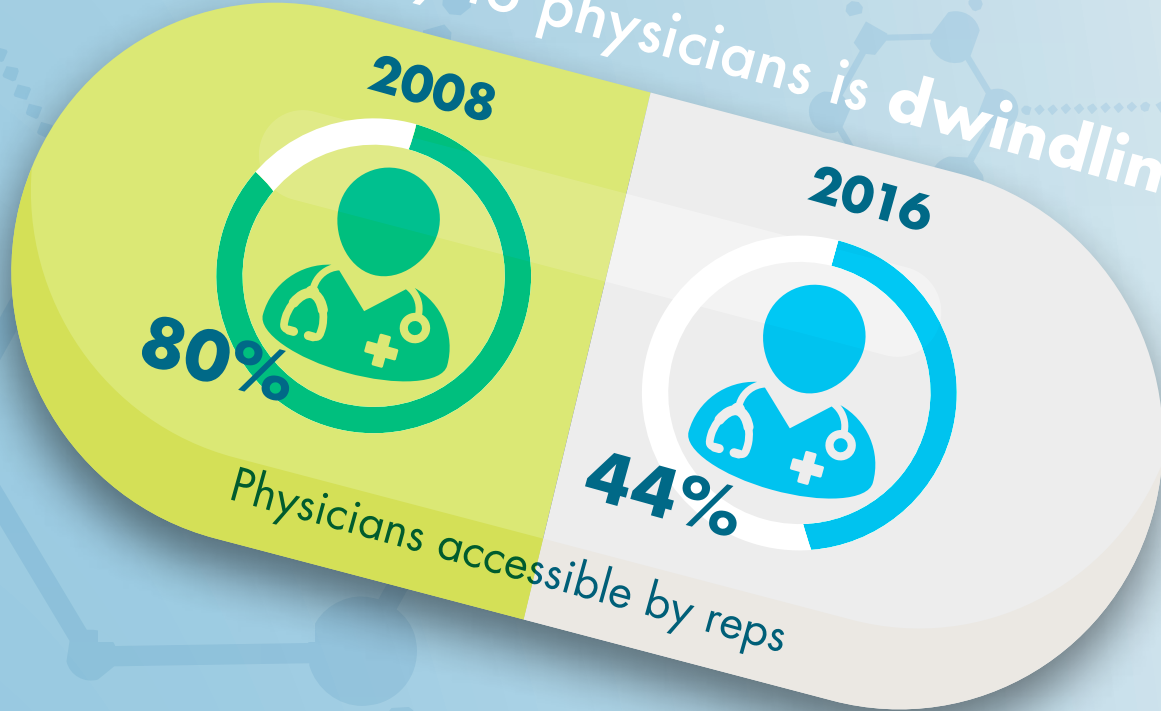
In a constantly changing medical world, only the most engaged workforces rise to the top. And the best way to cultivate a more engaged and connected sales team is through experiential communications.

## A Tough Pill to Swallow: PHARMA SALES IS MORE COMPETITIVE THAN EVER.

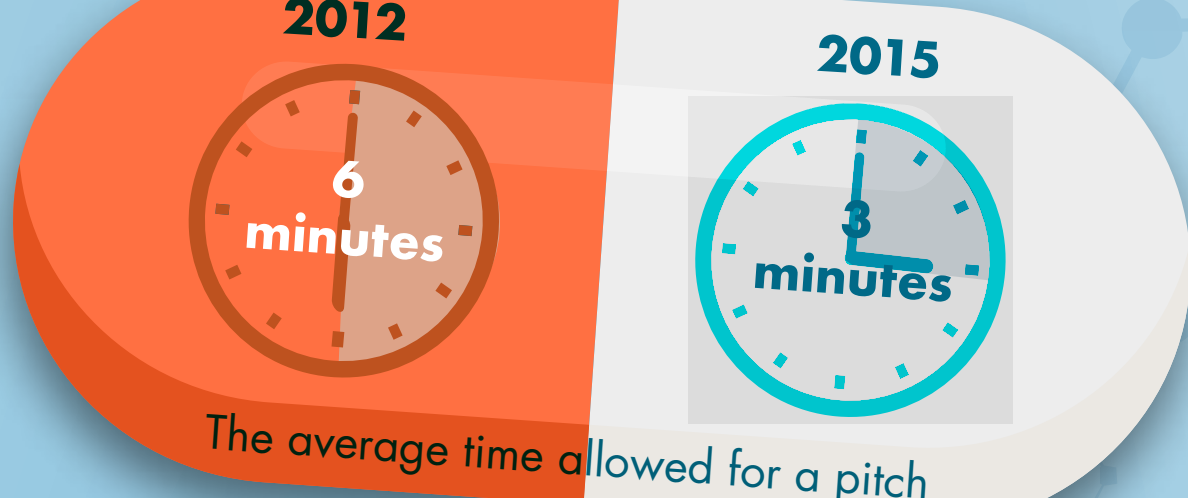
The sales force is **dwindling**<sup>1</sup>



Accessibility to physicians is **dwindling**<sup>2</sup>



Even the time physicians give reps is **dwindling**<sup>3</sup>



## MEANWHILE, THE INDUSTRY IS SPRAWLING.

The Market exceeded  
**\$1.1 TRILLION**  
in 2017  
By 2020,  
that number is expected to reach  
**\$1.4 TRILLION**<sup>4</sup>

## MORE MONEY, MORE PROBLEMS

Increasingly tight regulations make sales reps jobs harder than ever

Pharmaceutical companies were fined **\$35.7 billion** between 1991-2015<sup>5</sup>

In fact, fines for ethics violations exceeded **\$200 million** in 2017 alone<sup>6</sup>

## AND DOCTORS HAVE HEARD IT ALL BEFORE

Physicians already know 51% of what sales reps tell them<sup>7</sup>

**\$1,000,000,000** That's how much money is wasted on fruitless marketing campaigns every year<sup>2</sup>

## YOUR REPS CAN'T AFFORD TO BE GENERIC

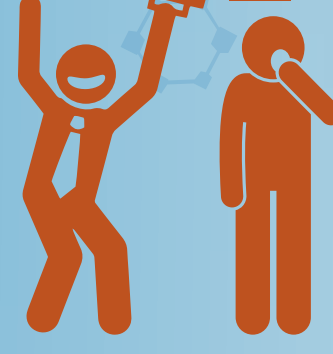
As the sales process becomes more cutthroat, only the highest-performing companies will survive. And your company's performance begins and ends with your people.



**Engaged salespeople** impact your bottom line by as much as 7%<sup>8</sup>



**Employee engagement** programs increase annual revenue by 26%<sup>10</sup>



**Engaged employees** can outperform unengaged employees by 200%<sup>9</sup>

## CREATE AN ENGAGEMENT EPIDEMIC

Your brand's message is carried on the shoulders of your people and the best way to transform employees into brand advocates is at your big, annual convention.



**Disengaged Employees**

VS



**Engaged Employees**

**17%**

**70%**

**3%**

**67%**

**3%**

**59%**

**Understand how to meet customer needs**<sup>11</sup>

**Advocate on behalf of their company**<sup>12</sup>

**Say their job brings out their most creative ideas**<sup>13</sup>

## PRESCRIBE AN EXPERIENTIAL DRUG

Partner with a corporate engagement agency to design an event strategy that connects your people to your brand purpose. It's how you turn a **moment into a movement**.



**74%** of event attendees say they have a **more positive outlook** on a company after an event<sup>14</sup>

**65%** of brands say that their event and experiential programs are **directly related to sales**<sup>14</sup>

Well-designed experiential learning can **increase retention** by up to **90%**<sup>15</sup>



**CPG Agency** designs **live, immersive experiences** that **bring your people together** to solve your most complex business challenges.



Discover powerful ways to **increase sales** through experiential engagement by following **CPG's event engagement tactics** proven to grow your business from within.

**FILL YOUR Rx**

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