

National Pharmaceutical

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Sales Analysis

Purpose or Issue Addressed

Case Study: Impact of Profile XT on Sales Production
 Department: Western Region
 Assessment: Profile XT
 Employees: 100

Baseline Prior to using Profile XT

Total Sales: \$750,000
 Average Percent to Quota: 90%
 Average Gross Margin: 35%
 Average Repeat Sales: \$600,000

Course of Action

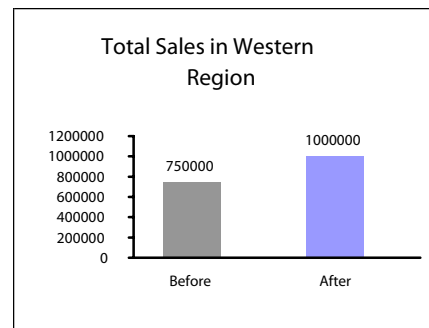
· In January 2004 each Senior Sales Rep in the Western Region was given the Profile XT assessment. Top Performer scores were then used to build a Senior Sales Representative Job Match Pattern. The Job Match Pattern was utilized to coach and train all existing Senior Sales Reps as well as hire all subsequent Senior Sales Reps for the Western Region.

Results

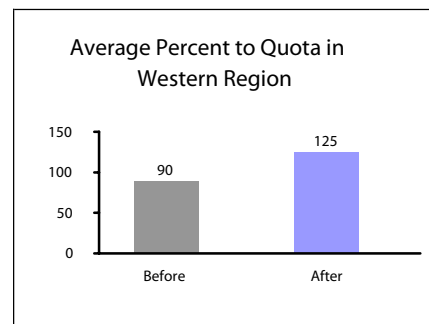
- Analysis showed the following:
- In the period from 1/1/03 – 1/1/04, the Western Zone showed the following increases while all other zones stayed the same or had very small increases.
- **Total Sales: 33% increase from \$750,000 - \$1,000,000 (graph A)**
- **Average Percent to Quota: 38.89% increase from 90% to 125% (graph B)**
- **Average Gross Margin: 42.86% increase from 35% to 50% (graph C)**
- **Repeat Sales: 16.67% increase from \$600,000 to \$750,000 (graph D)**

Benefits

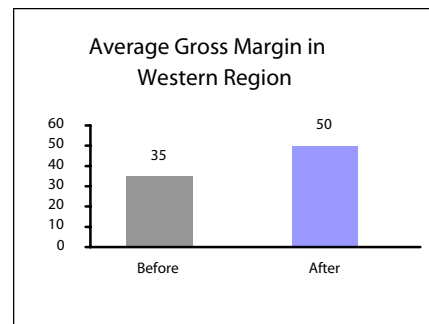
- By using the Profile XT to review personality traits, coach, and hire their Senior Sales Representatives, National Pharmaceutical shows a drastic increase in total sales, average percent to quota, and average gross margin. The benefits that National will reap from these increases are numerous but include increased market share, higher rates of client retention, and more effective use of training dollars. **These increases also result in a \$237,500 increase to the bottom line.**



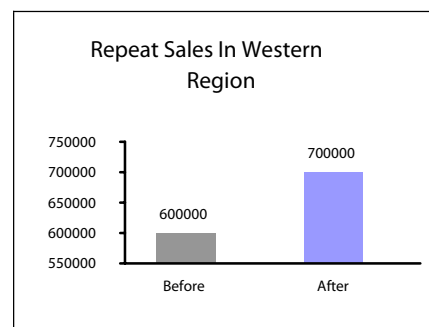
Increase in Total Sales (graph A)



Increase in average % to quota for Western Region (graph B)



Increase in Gross Margin (graph C)



Increase in Repeat Sales (graph D)