



**CIRROLOGIX**

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**WHITEPAPER**

# Top 10 Reasons

Why Pharmaceutical Companies Choose Salesforce CRM

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# Table of Content

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How healthy is pharmaceutical industry?	03
Why CRM is essential for Pharmaceutical industry?	05
CRM plays a different role for different departments, such as -	06
Why Salesforce CRM is prescribed for Pharmaceutical industry?	07
Top 10 reasons why pharmaceutical companies choose Salesforce CRM	08
Trending Technologies for Pharma sales excellence	12
About Cirrologix	13

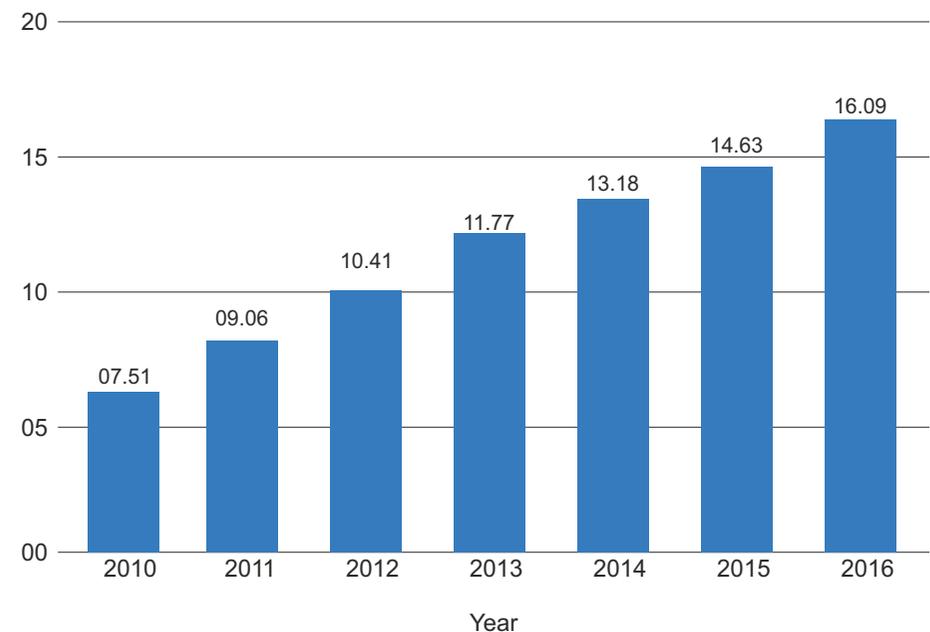
# How healthy

## is the Pharmaceutical Industry?

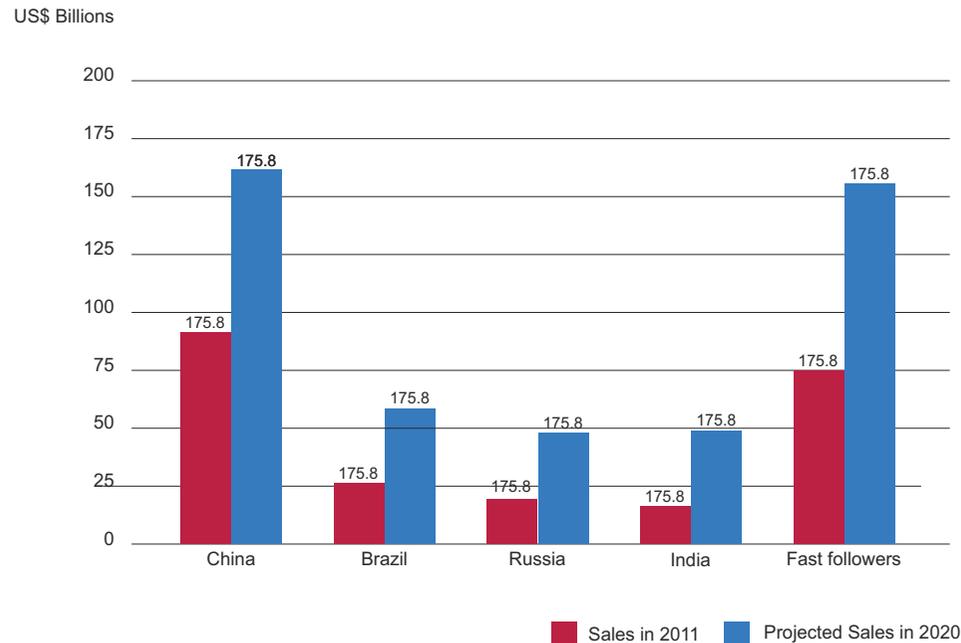
Pharmaceutical companies are growing at an extremely high pace today. The expansions have made way for futuristic technologies to become inherent to hospitals, medicine labs, and clinics. Here are some statistics that state the current status of this industry -

- The global pharmaceutical industry is expected to be worth more than \$1 trillion in 2014, marking the compound annual growth rate at 5%.
- Global pharmaceutical sales are expected to grow at a compound annual growth rate (CAGR) of 3-6% during 2011-15, despite the impending loss in revenue expected from the expiry of patents.
- Worldwide, demand the pharmaceuticals market is anticipated to grow from more than \$782 billion in 2011, approaching a value of just over \$971 billion by the end of 2016, registering a CAGR of over 24%.
- America comprises over 42% of the world pharma market value. Pfizer Inc. is the top market participant, responsible for about a 9% share of the industry's total revenue.

## Demand for medicines is rising rapidly in the growth markets



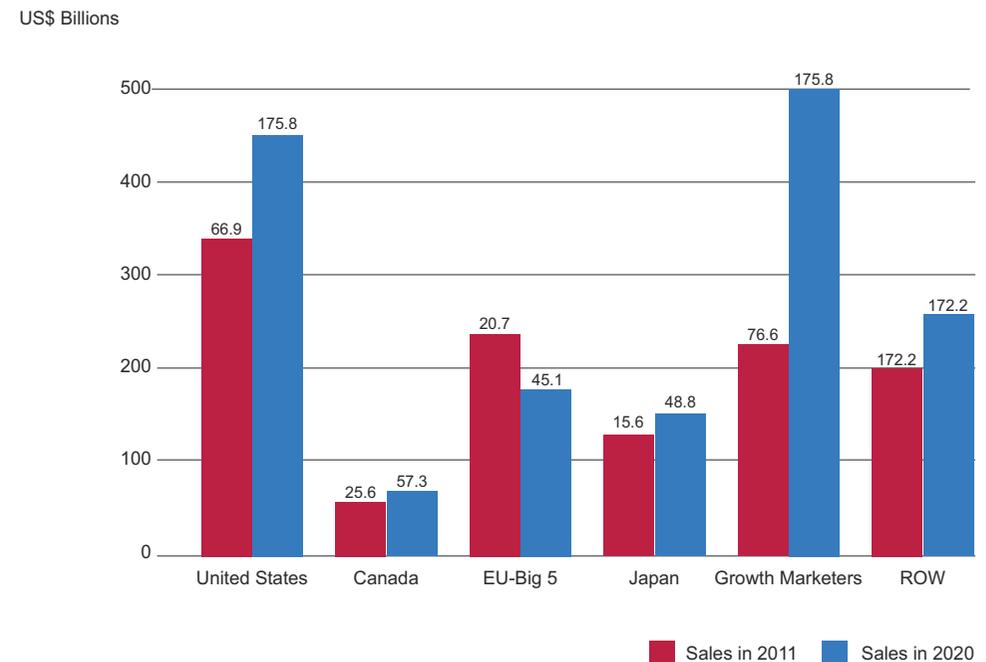
## Demand for medicines is rising rapidly in the growth markets



Source: Business Monitor International

Notes : (1). All sales are expressed in US dollars at constant exchange rates; (2). The growth marketers include, in descending order of size, China, Brazil, Russia, India, Mexico, Turkey, Poland, Venezuela, Argentina, Indonesia, South Africa, Thailand, Romania, Egypt, Ukraine, Pakistan and Vietnam. (3) EU-Big 5 is France, Germany, Italy, Spain and United Kingdom.

## The global pharmaceutical market could be worth nearly \$1.6 trillion by 2020

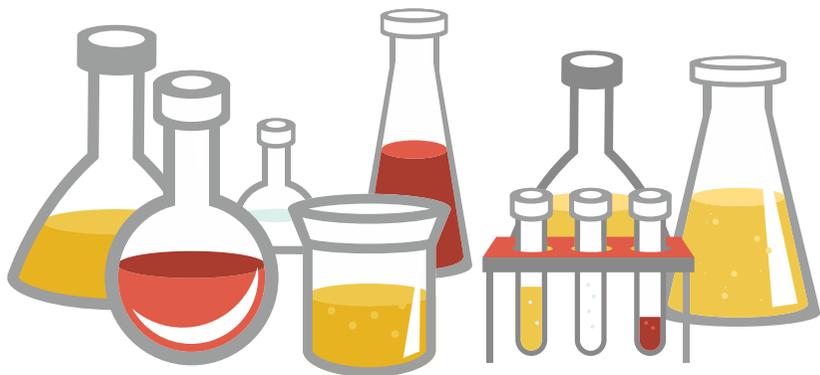


Source: Business Monitor International

Notes : (1). All sales are expressed in US dollars at constant exchange rates; (2). The growth marketers include, in descending order of size, China, Brazil, Russia, India, Mexico, Turkey, Poland, Venezuela, Argentina, Indonesia, South Africa, Thailand, Romania, Egypt, Ukraine, Pakistan and Vietnam.

The growth rate of the pharmaceutical industry has introduced the need of high-end technical support. On the other hand, pharmaceutical customers in the chain are looking for a fully functional, low-cost alternative to build their own on-premise IT infrastructure platforms. In this persistent environment, competitive health science companies need to influence service providers with unique offerings for their customers.

Through Cloud based CRM solutions, pharmaceutical companies can supply products, solutions, services, know-how to align specialized health science operations, and skill sets with the ease of specialized services. Leading global solution providers in the arena can plan, design, and supply execution expertise for secure, trusted health-science Cloud infrastructures and scalable, next generation Cloud applications.



## Why CRM is essential for the Pharmaceutical Industry?

CRM is a boon for industries which are largely dependent on the sales and marketing cycle. And the pharmaceutical industry is one such area, with sales and marketing at the core of its foundation. With considerable investment and competition in the pharma industry, one needs a unique approach to get the leading edge. Depending on medical representatives for networking is passé. To keep a pharmaceutical business ahead of competition, it is prescribed a responsive CRM system. Today, CRM helps do away with most of the paper work on marketing, and gives marketers ample time to invest for connecting and selling to their customers.



1 in 4 US physician works in a practice that refuses to see Pharma representatives. Of doctors who do see representatives, about 40% will meet with them only with scheduled appointments.

# CRM plays a different role for different departments, such as -

## CRM for Sales Manager

Sales managers can predict figures with confidence with the help of a CRM platform, which gives them the real-time visibility into their team's activities.

## CRM for Sales representatives

Sales representatives can keep more time for their customers instead of paper work with the help of CRM, which eases the process of managing customer information.

## CRM for Marketers

Marketers can track their leads and sources, and transfer them to the concerned sales pros in realtime. They can also access analytics to track what is working and what isn't with the help of CRM.

## CRM for customer service

Sales representatives can keep more time for their customers instead of paper work with the help of CRM, which eases the process of managing customer information.



# Why Salesforce CRM

## is prescribed for the Pharmaceutical Industry?

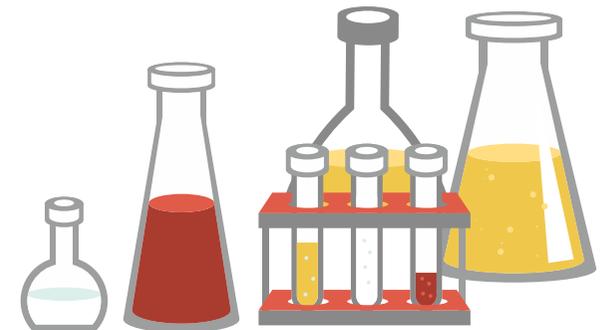
CRMs are not restricted to single teams, and can be used to keep the entire organization in the loop. Hence, CRMs have to be easy to use for sales, marketing, and service professionals in any industry.

Salesforce CRM is highly customizable for all the business. It is also a proven, trusted infrastructure which is relied upon by a number of customers. Every lead can become an opportunity causing the entire team to come together to close every lead. Salesforce CRM helps in capturing all the conversation and it is easy to progress. This plays a major role in using CRM as an ROI generator.

- It offers a proven infrastructure and reliability
- Its uptime exceeds 99.9%
- It is high on performance
- Data can be accessed in less than 300 ms
- Provides accessibility for Microsoft Outlook users
- Integration with the Microsoft technology stacks assets - Microsoft SharePoint for collaboration and content management, Microsoft Lync for Presence and Instant Messaging and Microsoft Visual Studio for extended customization

- Power View is an extension of Microsoft SharePoint Server 2010 and contains good reporting capabilities, i.e. data visualization and presentation
- High on security - industry certifications such as ISO27001 and SAS 70 Type II
- Continues to push innovation by increasing the capabilities available for social media technology, Chatter and mobile offerings such as the iPad
- Offers improved application agility, due to the ease of the Force.com platform, which is usable by technically experienced business analysts

The main reasons why customers choose Salesforce CRM is its strong brand profile and the innovative approach. It has a proven track



<b>Ability to execute</b>	<p><b>Challengers</b></p> <ul style="list-style-type: none"> <li>● Sage SalesLogix</li> <li>● Net Suite</li> </ul>	<p><b>Leaders</b></p> <ul style="list-style-type: none"> <li>● Oracle Siebel CRM</li> <li>● Microsoft Dynamics CRM</li> <li>● salesforce.com</li> <li>● SAP</li> </ul>
	<p><b>Challengers</b></p> <ul style="list-style-type: none"> <li>● Sugar CRM</li> <li>● Sage ACT</li> <li>● Sage CRM</li> <li>● CDC Software (Pivotal Sales)</li> <li>● Zoho</li> </ul>	<p><b>Visionaries</b></p> <ul style="list-style-type: none"> <li>● Sugar CRM</li> <li>● Sage ACT</li> <li>● Sage CRM</li> <li>● CDC Software (Pivotal Sales)</li> <li>● Zoho</li> </ul>

**Completeness of vision**

*Image courtesy Gartner  
As of July 2012*

## Some of the leading brands already dependent on Salesforce are -

Bausch

Schumacher Group

Lomb Bayer

DenMat

# Top 10 reasons why pharmaceutical companies choose Salesforce CRM

Sales teams are the spine of any pharmaceutical business. And communication channels of these businesses need a system that can act as the main communication channel for pharma companies.

The major challenges faced by the companies are tighter regulatory constraints, pressure to find more efficient communication channels, restricted physician access et al. There are many reasons why a pharmaceutical company needs to depend on a more responsive and customizable CRM like Salesforce.

Here are the top 10 reasons why pharmaceutical companies are depending on Salesforce CRM.

## Reason 1: Tackling loss of product demarcation

It is commonplace in the pharmaceutical industry, where different marketing representatives from the same company visit primary care physicians to promote different products. This approach becomes an overdose for the physician who is then unable to handle anything

completely. With representatives in the same company competing against each other, many products fail to even reach the notice of the prospective clients. This can only lead to excessive highlighting of a wonderful product, instead of delivery of one relevant product. Your customers are everywhere, and when they are looking for something specific, they go everywhere, especially to social forums. Practically it is not possible for you to keep a track of all your customers through social networking forums. And if you fail to notice any important update, your competitors will be quick to make the best use of an opportunity. With Salesforce CRM, companies can segment customers by size. Large organizations and SMBs have different characteristics. The platform can be used to bring together all relevant products, view the sales funnel, see who is in the sales pipeline, track sales leads, their sources, and minute details you intend to find out about your customers in a few clicks. In spite of competition amongst your colleagues, all of them can converge and contribute to closures.

## **Reason 2: Customizing communication channels**

Your customers are everywhere, and when they are looking for something specific, they go everywhere, especially to social forums. Practically it is not possible for you to keep a track of all your

customers through social networking forums. And if you fail to notice any important update, your competitors will be quick to make the best use of an opportunity. Salesforce CRM is highly customizable. You can see when your lead has converted into an opportunity. Entire teams can help close the deal. The system captures all conversation and makes it easy to access history. No matter where your lead converts into an opportunity, Salesforce CRM will be quick to capture that.

## **Reason 3: Targeting new types of customers**

Pharmaceutical promotion activity has traditionally targeted physicians. However, recently in many countries - the influence of non-physician customers such as patients, pharmacists, and payers are rising steadily. If pharma companies want to maintain and boost market share, they need to allocate more promotional efforts towards new types of customers. Salesforce CRM helps you connect quickly with new leads and new accounts in minutes. It can align management of both, sales and marketing with the opportunity pipeline. Thanks to millions of Cloud source leads, as it makes complete and accurate information possible. Leads are automatically routed through marketing campaigns, websites, and social sources like Facebook, Twitter and Google+.

## **Reason 4: Enhanced access to physicians**

Physicians have become increasingly reluctant towards visits by pharmaceutical sales representatives. Some even refuse to see pharmaceutical sales representatives. At the same time, pharmaceutical sales representatives segment and filter physicians whom they want to visit: those who may not be worth a visit or living in remote areas. Salesforce CRM can help you with lead analytics. For every click and open, you are sure to understand what your lead is interested in, how you can convert it into an opportunity, and then a customer. Lead scoring, which will be followed by the entire organization, will help in identifying the stage in which your customer is and the right time to connect.

## **Reason 5: Cost cutting based on customer significance**

Physicians differ in significance to pharmaceutical companies. The most valued physicians get that extra attention and are often handled by a special sales team through Key Account Management. The indicators of such physician significance are actual v/s potential revenue generation, influence on peers, and knowledge efficacy. Pharmaceutical promotional campaigns are faced with a growing

number of constraints. The constraints arise from Law makers, National Policy regulators and other company-specific promotion codes. Salesforce CRM uses a variety of communication channels, which differ in their costs. One of the costliest modes of communication is face-to-face, as the sales representative has to travel. That makes it more expensive than other channels like the phone, online portals and email. Hence, Salesforce helps you restrict costlier communication (such as face-to-face meetings) to higher value customers.

## **Reason 6: Overcoming regulatory constraints**

Pharmaceutical promotional campaigns are faced with a growing number of constraints. The constraints arise from Law makers, National Policy regulators and other company-specific promotion codes. To cope up with this frequently changing market scenario, pharma companies have to keep themselves updated by creating innovative promotional methods. Salesforce CRM helps you keep in touch with the changing market scenario, adapt to the change instantly, and connect with the world, uniquely.

## **Reason 7: Niche marketing made easy**

The target audience for each drug and product differs across regions. The need for a drug changes with changing demographics and the market undergoing inevitable changes. Salesforce CRM can be customized based on the demographic fluctuations. If there is a sudden market change that takes place in a specific region, the information can be modified to suit that particular recipient by emphasizing on the product in demand. Salesforce CRM being responsive and customizable, makes such segment modification possible at the click of a button.

## **Reason 8: Marketing strategies that work**

The pharmaceutical industry is huge and requirements differ from company to company, physician to physician, and place to place. As this industry is driven by sales, especially personal selling, representatives understand the need and requirement based on the meetings held. However, this is time consuming and if the representative happens to hop job, you end up losing out on that customer too. A feature of Salesforce CRM is Targeted Sales Models, such as Enhanced Key Account Management and Closed-Loop Marketing strategies driving Salesforce efficiency. Advanced drill-down reports provide key data, information, analysis of trends, and

adopted practices to improve sales effectiveness in the pharmaceutical industry. Irrespective of which representative is handling the client, the updates will be retained within the company.

## **Reason 9: Being prepared without prediction**

The pharmaceutical industry is highly unpredictable. One cannot predict the future requirements and when the need arises for what ailment. That is why, pharmaceutical companies need to select a CRM that will not just cater to their current needs, but can make room for future business objectives and requirements. Salesforce CRM being one of the leading brands is open to market changes. The company constantly modifies its software according to the changes. It can accommodate them, update accordingly, and stay among the most adoptable and fixable CRMs to be dependent on.

## **Reason 10: Retain a collaborated team**

Very often teams are cut off from the other teams while working on a single project. There could be some sudden additions and sudden updates, and yet internal teams are left out of collaboration. Salesforce CRM helps teams to pool resources. It covers the aspects

of a company's dealings with customers that are handled by various departments such as sales, tech support, and marketing within a company. With Salesforce CRM, staff members from different departments can share information collected when interacting with customers. It helps in improving the quality of services provided by the company.

On an average, a pharmaceutical sales person's fully loaded costs per year are \$175,000. The training and recruiting cost equals \$50,000 in the first year.



# Trending

## Technologies for Pharma Sales Excellence

A CRM, especially in a pharma company can help companies formulate growth strategies. With the help of trending technologies for pharma sales excellence, companies can evaluate the effectiveness of sales by varying organization sizes, hierarchies, geographies, workloads based on business rules, and constraints for finding out Key Result Areas. However, many companies are still

working the traditional way. Here are some indicators to find out whether your company needs to implement Salesforce CRM or not. If your company is facing any one of these indicators mentioned below, then it's the right time to go for Salesforce CRM.

01. Dipping pharma market share on a regular basis
02. Poor sales results
03. Low margin pressures
04. Post-merger or re-organization of the company
05. Lacking client relationship management system
06. Under-performing sales teams
07. Increased cost of travel, training, and meetings
08. High or growing attrition rate in the sales team
09. Loss of existing relationships with doctors when a new rep replaces the old one
10. New product launch in the market
11. Track and take preemptive measures to tackle market competition
12. New approaches for client satisfaction - behavior of customer interaction needing change

Salesforce CRM tools provide key insights into the effectiveness of messaging, materials, sales tactics, and insights to medical reps on doctor prescribing behavior. It's all about having the right data, performance management, and communication tools working for you as an enabler to meet the set goal and exceed targets in the pharmaceutical industry.

# About Cirrologix

CirroLogix is a global company built on principles of promoting Cloud based technology and limiting carbon footprints through business applications. The company is dedicated to environmental and sustainability issues offering viable and scalable technology. We are expanding our services by enabling companies to reach the Cloud and beyond. Our team possesses technical and marketing expertise that are tested, tried, and relied upon by reputed brands across the globe. Cirrologix develops software products and offers services of Integration, Implementation, Migration, Re-engineering,

Adoption and Training, Consulting and more. Our services include Salesforce integration, Force.com and Cloud Services. CirroLogix also provides a Cloud advisory service to assess the suitability of private, public, and hybrid Cloud models for key application workloads from economic, trust, and functionality perspectives. Outcomes model the economic benefits of the Cloud, determine the best Cloud architecture for key workloads, and benchmark the company against best practices.



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