



High performance. Delivered.

The Rebirth of the Pharmaceutical Sales Force

Drug pipeline challenges. Structural industry changes. New digital channels. Could they add up to the end of the pharmaceutical sales rep?

Not quite. In fact, the contributions of sales reps could be greater than ever. But it's not going to be business as usual. Here's why.

Customer-centricity is now mandatory. And that means a new age of relevance for the people who make it happen, such as:

Addressing "new" needs for doctors.

Delivering "new" value through patient-focused services.

And selling to "new" customers by engaging effectively with a broader set of buyers and influencers, including doctors, patients, payers and institutional administrators.

Winning sales teams will define customer service in new ways, opening up conversations with new customer bases and using digital advances as key drivers of better patient outcomes.

Learn more about the future of pharmaceutical sales strategy with our full report:

The Rebirth of the Pharmaceutical Sales Force

Copyright © 2015 Accenture
All rights reserved.

Accenture, its logo, and
High Performance Delivered
are trademarks of Accenture.