

Oncology Field Sales Approaches of Select Organizations Operating in India

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For 19 years, PharmaForce International has provided clients with a worldwide perspective on the sales and marketing operations of leading oncology competitors. Our research provides comprehensive insight into oncology operations in India using unparalleled, in-depth analysis of the sales and marketing activities supporting key oncology brands around the world.

Details for each company in the report include:

- Strategic overview of the Oncology franchise
- Deployment of key Sales, Marketing and Medical personnel by type
- Structure of the Sales and Marketing organization
- Management of the Product Portfolio
- Typical compensation package for Oncology Sales Representatives
- HCP Reach and Frequency'

The expenditure categories are as follows:

- Major conventions
- Promotional speaker programs, including representative-sponsored meals
- Representative – Initiated Educational Programs
- Advisory Boards

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