

## Competitive Benchmarking of Leading Migraine Sales and Marketing Organizations in the United States: Commercial Operations Approaches

2020 Edition

The objective of the migraine benchmarking project is to understand how various target organizations structure their migraine sales and marketing operations in the United States, based on information derived from primary research conducted by skilled competitive intelligence professionals.

Allow our clients to clearly understand the commercial functions of the target Migraine franchises of leading pharmaceutical companies in terms of:

- Strategic overview of the Migraine franchise
- Deployment of key Sales and Marketing personnel by type
  - Sales Representatives by group/specialty
  - Key Accounts personnel focused on Migraine
  - Senior Management
  - Field Sales Managers
  - Product Managers
  - Medical Liaisons
- Structure of the Sales and Marketing organization
  - Organizational Chart/Reporting Relationships
  - Role of Medical Liaisons
  - Role of field Health Economics and Outcomes Research (HEOR)
- Management of the Product Portfolio
  - Prioritization of products among key Physician audiences
  - Allocation of details by target Physician audience
- Approach to Field Reimbursement
- Typical Compensation Package for Migraine Sales Representatives
  - Average salary
  - Average bonus
  - Typical perks

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