

Dynamic Targeting & Alignment for Leaner, More Effective Field Forces

- Targeting
- Universe Valuation
- Commercialization Scenario Analysis
- Sales Force Optimization
- Territory Alignment

iQFieldForce™

As sales and marketing teams tackle the challenge of accomplishing more with fewer resources, solutions that enable effective, leaner sales teams and slimmer budgets, are a welcome sight.

Qforma's targeting, valuation and field force optimization capabilities are providing versatile solutions for more effective commercialization strategies. For teams that are investigating potential partnerships, our capabilities help evaluate complex data critical to understanding in-licensing or co-promotion opportunities.

Qforma's advanced technologies ensure that optimal targets have been identified and all universe scenarios have been thoroughly evaluated for opportunities and challenges. Our clients have access to sales force size and structure recommendations, outcomes including expected revenues and costs, and metrics that help them make more informed decisions.

With agility designed into every solution, Qforma clients are fine-tuning effort on-the-fly to take advantage of unexpected market opportunities without disruption to their sales activities or marketing programs.



Access more accurate indicators of customer value



Model any scenario to identify optimally structured sales force



Adjust effort to leverage market events with minimal disruption to sales force



Optimize with precision for a leaner, more effective sales force