

GLOBAL PHARMACEUTICAL SALES FORCE DEPLOYMENT ANALYZER:

FTE ANALYSIS EXAMPLE

WHAT IS AN FTE?

- FTE= Full Time Equivalent
- Meant to show “relative” effort given to a drug within an individual sales force
- Product FTE numbers for a sales force will ALWAYS add up to the total number of sales representatives in that force
- Data is obtained through interviews with the sales representatives in each of the company’s sales forces
 - Often, much of the effort comes down to how the product bonus is paid out per drug

FTE Analysis Example

Data obtained from a sales representative includes:

- Name of the sales force(s)
- Number of sales representatives in each sales force
- Products promoted (in priority order) by the sales force
- Percent of promotional effort given to each promoted product in the portfolio

Sales force	Size of force	Priority	% of promotional effort	Product promoted
Amgen Oncology 1	155	1	55%	Xgeva
		2	35%	Aranesp
		3	10%	Nplate
Amgen Oncology 2	155	1	45%	Neulasta
		1	45%	Xgeva
		2	10%	Vectibix

FTE Analysis Example (Continued)

FTE calculation for each promoted product in the portfolio

- Product FTE= size of force * % of promotional effort for the product
- Aranesp FTE= 155 * 35% = 54

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