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# QUESTIONS TO ASK YOUR TERRITORY ALIGNMENT VENDOR

The healthcare landscape has changed. The traditional way of aligning sales teams is no longer effective. To remain competitive, organizations must deploy sophisticated go-to-market models where talent structures are aligned to engage new stakeholders across multiple channels, regions, specialities and organization size.

Territory Alignment sits at the core of this strategy and impacts all areas of sales operations. All processes across segmentation & targeting, call planning, compensation and field/financial reporting depend on optimal territory alignment. Incentive compensation is a key motivator of field behaviour, and correct payments are critically dependent on accurate alignment, roster and eligibility data. Today's market is extremely dynamic, and companies need to achieve flexibility and agility while minimising the complexity of the operating model.

This requires a modern, transparent and flexible Territory Alignment solution that is integrated into all aspects of commercial operations. Not all vendors can deliver here. Here are 5 questions we recommend you ask when evaluating a Territory Alignment solution:

## 1 DO YOU PROVIDE A MODERN AND INTUITIVE USER EXPERIENCE?

- » Many of the Territory Alignment solutions in the market have outdated user interfaces that have been designed for back-end administrators. They are purely transactional, difficult to navigate and lack modern features such as interactive maps and contextual insight.
- » Atria SalesIQ™ was built ground-up with the user experience in mind. The modern, map-based user interface provides a very intuitive and engaging experience that requires little training.

## 2 IS YOUR SOLUTION BUILT ON A SECURE AND SCALABLE CLOUD PLATFORM?

- » Even today, many of the Territory Alignment solutions in the market are based on out-dated legacy technologies. These lack the performance, security and scalability demanded by a modern business.
- » Atria SalesIQ™ is built natively on Salesforce.com and we use cloud services for data intensive operations. This not only provides an enterprise grade solution, but also a familiar user experience and tighter integration with CRM.

## 3 IS YOUR SOLUTION STANDALONE OR PART OF AN END-TO-END COMMERCIAL OPERATIONS WORKFLOW?

- » Many of the Territory Alignment solutions in the market are isolated point solutions. They do not have the required integration with other areas of commercial operations which creates silos.
- » Atria SalesIQ™ provides an end-to-end commercial operations platform, where Territory Alignment is fully integrated with Roster Management, Call Planning, Incentive Compensation and Field Reporting.

## 4 DO YOU OFFER A RANGE OF DEPLOYMENT OPTIONS?

- » Many of the Territory Alignment solutions in the market are sold as toolsets. They do not provide a deployable solution with a focus on business outcomes.
- » Atria offers a unique combination of experienced people, well-defined process and innovative technology. Whilst Atria SalesIQ™ can be deployed as a SaaS solution, we also offer a one-stop-shop solution with managed services across the complete commercial operations workflow. We have deep expertise in the data, business rules and integration to make your Territory Alignment initiatives successful.

## 5 DOES YOUR SOLUTION MAKE PRO-ACTIVE SUGGESTIONS THAT CONTINUALLY OPTIMISE THE ALIGNMENT PROCESS?

- » The majority of Territory Alignment solutions in the market are purely administrative. It is the responsibility of the user to make changes and look for opportunities to optimize the process.
- » Atria SalesIQ™ pro-actively generates business suggestions for the home office and field users with respect to unbalanced territories, unfilled positions and ROI driven deployment options. Advanced decision science techniques are leveraged to continually analyze data in the background and make pro-active suggestions to further optimize alignments.

Not all Territory Alignment solutions are created equal. Make sure you run through these questions when evaluating any solution.

**Book a demo of Atria SalesIQ™ now and we'll answer every one of these questions with confidence.**