

2024 Territory Design and Refinement Benchmarking Study

Overview

Axtria analyzed territory design and refinement operations data from more than 30 US life sciences organizations to develop a robust and holistic set of anonymized benchmarks.



Sample Size

Companies



33
Unique Clients

We gathered responses from 33 unique clients from various business units.

Business Units (BUs)



72
Business Units

Each client completed a different survey for each BU, resulting in 72 responses across BUs.

Number of Teams



360
Teams

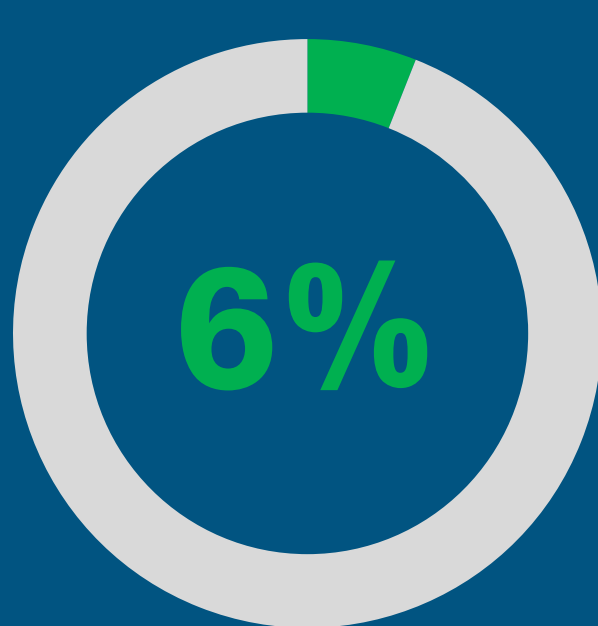
The study covered 360 teams across 33 clients and 72 business units.

The study covers all operations and insights roles. Teams include commercial reps, market access, inside sales reps, medical science liaisons, and patient support.

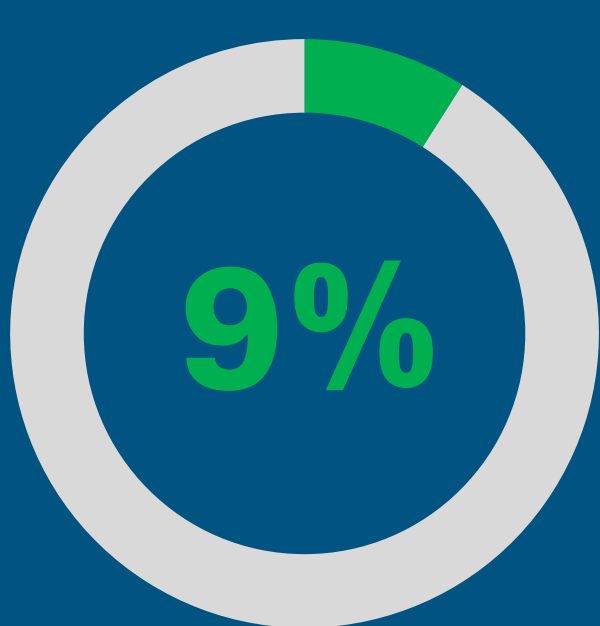
Key Insights

Refinement Frequency

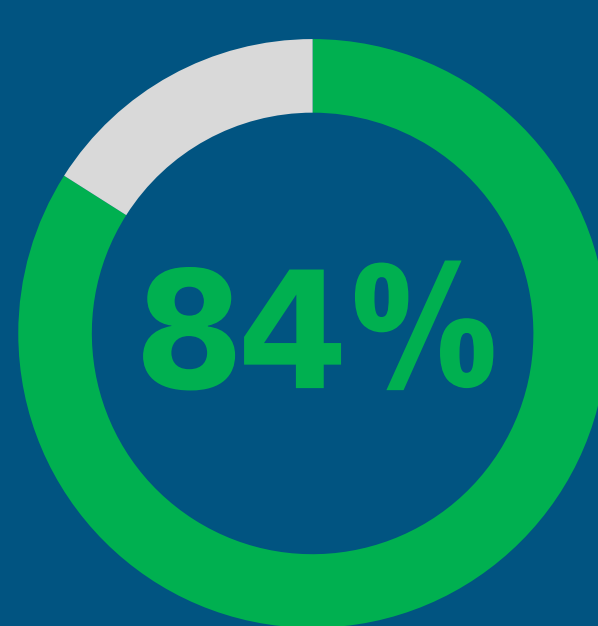
Semesterly



Trimesterly



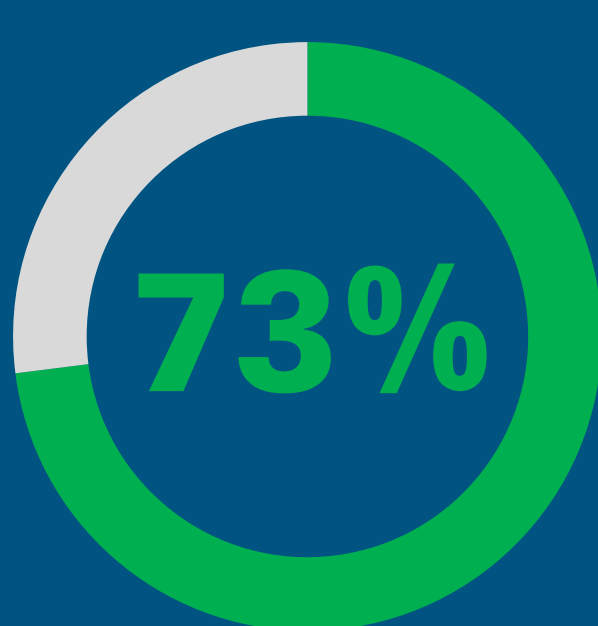
Quarterly



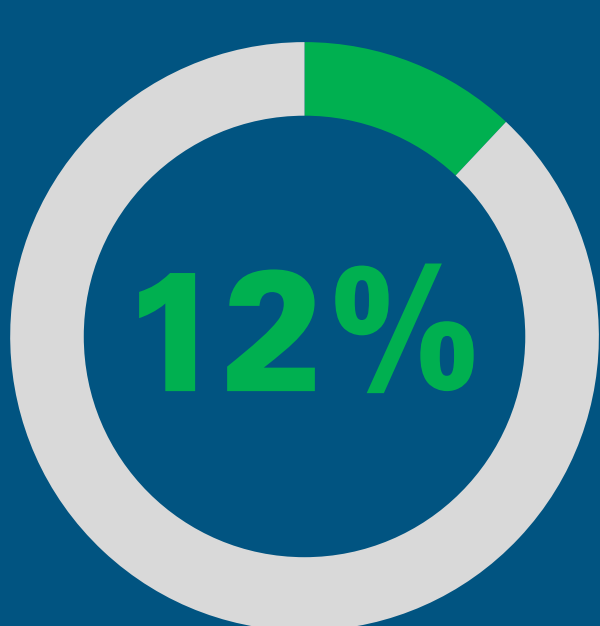
More than 80% of companies prefer a quarterly refinement cycle to react to periods of adjustments and growth.

Alignment Index Weightage

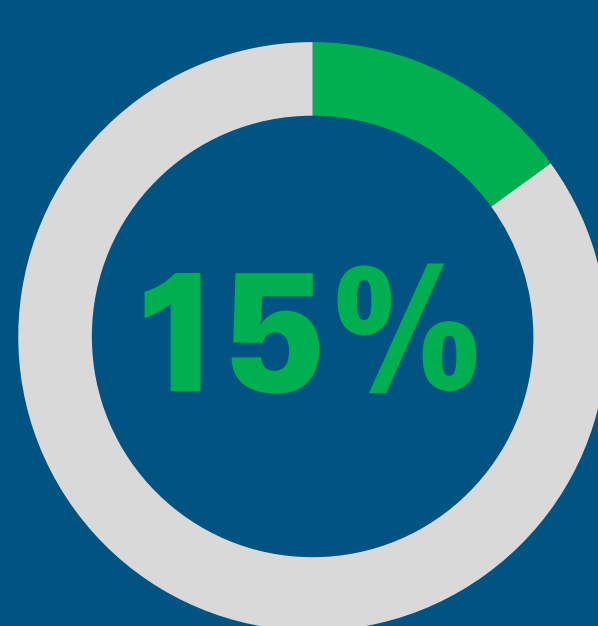
Workload



Sales



Potential



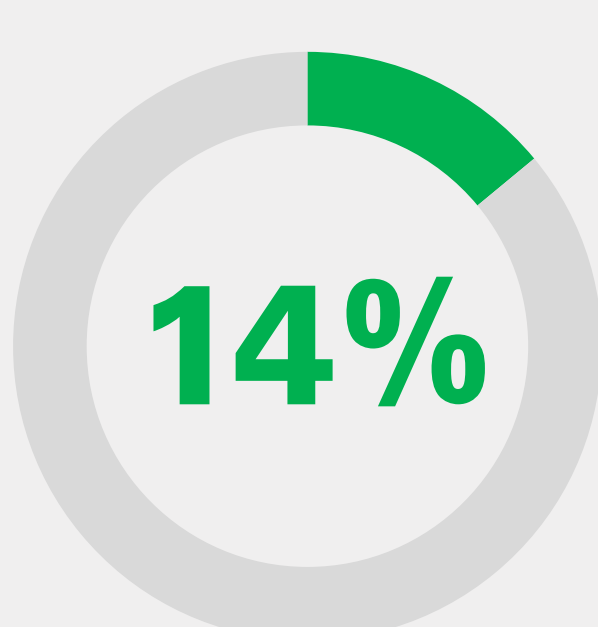
Workload is the most preferred component in the alignment index.

Notes:

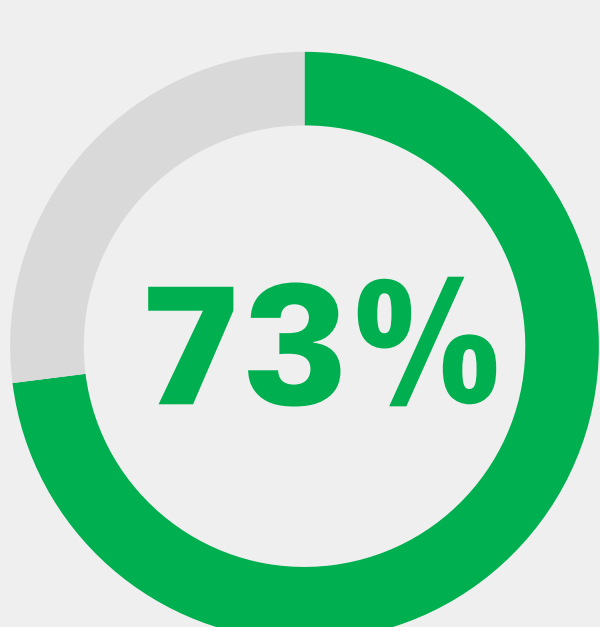
- The alignment index is defined differently for each team and generally combines reps' workload, brand sales, and opportunities available in a territory.
- Workloads are based on optimal calls assigned during sizing analysis.

Alignment Index Balance

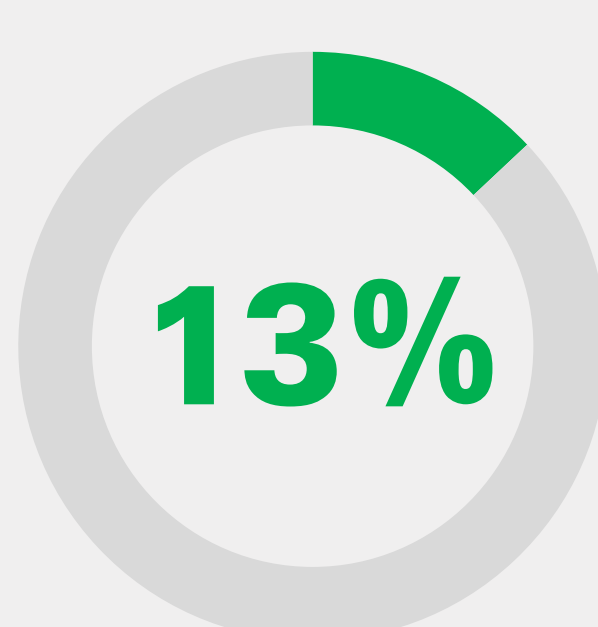
Underbalanced



Balanced



Overbalanced

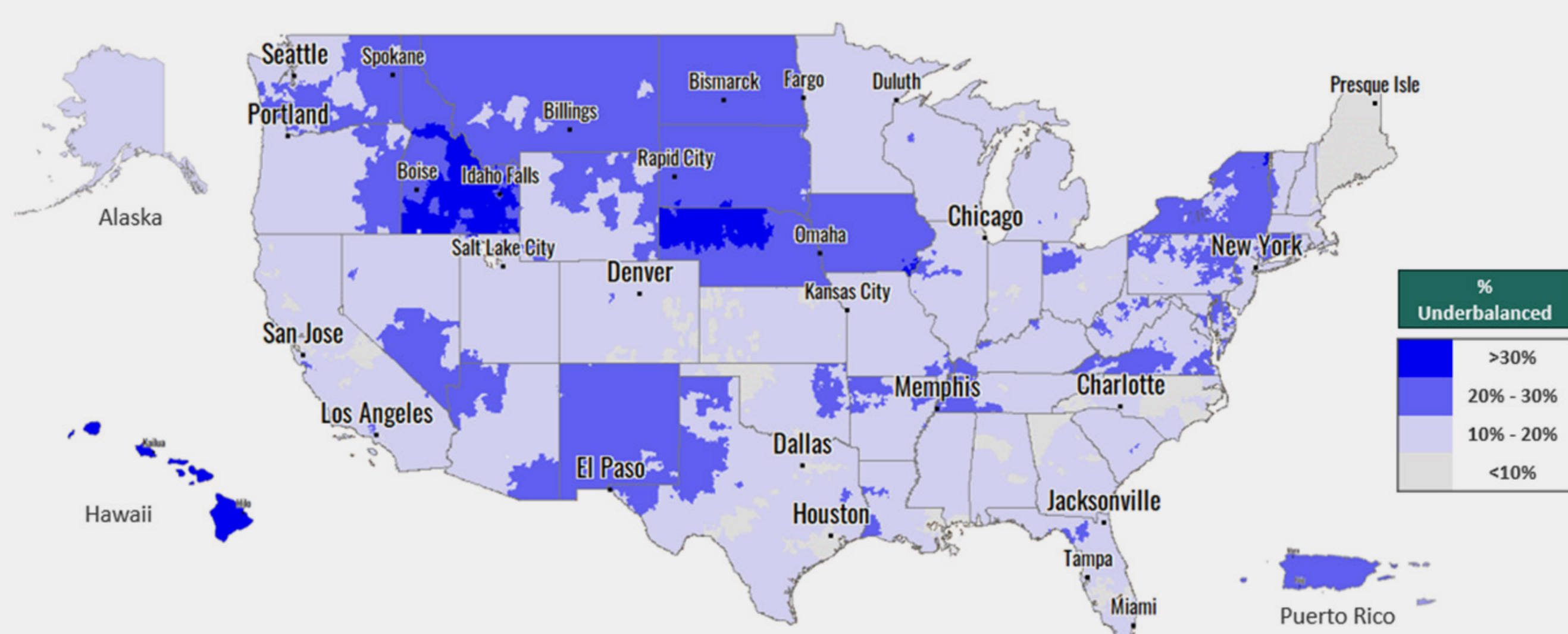


Territory alignment can be considered healthy if at least 70% of the territories are balanced.

Notes:

- Underbalanced: 80% of National Average Territory Index; Balanced: National Average Territory Index: +20%; and Overbalanced: >120% of National Average Territory Index.
- 1,000 index points (a national average territory index) generally refer to the workload and opportunities equivalent to one rep.

ZIP Level Distribution – % Underbalanced Territories



Noncontiguous US areas (Alaska, Hawaii, and Puerto Rico) are low-workload territories due to sparse distribution and are mainly covered through the mainland for balancing.

Redesigning and adjusting your territory alignment process should not be overlooked. Numerous events and changes occur, which require adjustments on a recurring basis. For an in-depth view of Axtria's findings and insights, and to learn more about how territory design and refinement trends have changed over the past few years, please contact us. We will share the results of our benchmarking exercise and discuss how they apply to your business.

