

# THE SALES EFFORT MARKET MONITOR™



a marketing information development company

The Sales Effort MARKET MONITOR™ tracks the perceived sales effort of each of the leading manufacturers from the customers' point of view. To aid the sales management planning process, this study addresses issues central to sales deployment for those manufacturers interested in the general chemistry and immunoassay segments of the clinical laboratory market.

## Report Focus

Nearly one out of every four of the clinical laboratories in the domestic market participate in the 2009 edition of the Sales Effort Market Monitor. Over 1,000 laboratories return completed questionnaires via the mail, detailing both sales coverage and sales call frequency for twelve of the major manufacturers of chemistry and immunoassay instrumentation.

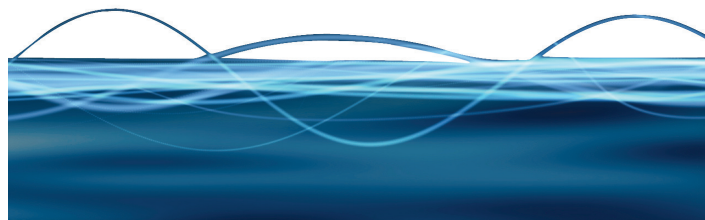
This study does not attempt to address the absolute number of sales calls made by each manufacturer, but rather focuses upon a comparison of the relative effort expended by each vendor. Based on the perceptions of study participants, differences among the major manufacturers regarding market coverage should be of concern to all of the manufacturers included in this study.

## 2009 Report Pricing

Total Report

\$13,900

This report will be available in October, 2009.



## Contents

### Market Coverage

Percent of the market included in the sales call patterns of each of the primary manufacturers serving the market.

Number of laboratorians that see a sales representative from each of the major manufacturers at least once a year.

### Sales Effort

Relative measure of Sales Effort

Distribution of Sales Effort across market segments

Percentage of Sales Effort expended across primary account base

Percentage of Sales Effort expended on new account development

### Sales Call Frequency

Number of times per year each of the primary competitors are perceived to be seen in the average account in their call pattern

Portion of laboratories that are seen within each sales call frequency category

Market segmentation by periodic, routine, and significant relationships

### Sales Effort Share

Share of total sales effort for all the market leaders expended by each manufacturer

Relative efficiency of the marketing/sales effort of each manufacturer

Comparison of sales effort share with performance parameters such as analyzer placement for each manufacturer

### Segmentation

Hospital - Commercial Laboratory

Three Overall Volume Categories

Brand of Primary General Chemistry and Immunoassay Analyzers Used