

Pharma Sales Forces: Mexico

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Abstracts

Enchiladas, cerveza, sombreros and ponchos: Forget what you thought you knew about Mexico.

With the 11th largest economy in the world and a pharmaceutical industry expected to hit \$14.9 billion by 2014, Mexico is increasingly considered one of the industry's hotspots for development.

As more and more companies like Japan's Takeda move into the market to establish their share, it's not hard to see why. Despite one of the most unequal distributions of wealth in the world, Mexico is one of the fastest growing economies and attracts significant foreign investment every year. According to one industry expert, while the seven leading markets will contribute just over half of the industry's overall growth, the seven pharmemerging markets—with Mexico at the forefront—will add nearly 25 percent growth.

And that's not the only trend Mexico is bucking. In an era where traditional 'medical visitor' sales models are faltering and increasingly eschewed in favour of technology-based approaches, Mexico's sales force is stable and even increasing in size. What's more, the country's pharma companies are leading the way in experimenting with new sales initiatives such as discount cards, outsourcing sales, and area and physician segmentation models.

So who is taking advantage of Mexico's vibrant and evolving market?

Key insights from expert sources

In *Pharmaceutical Sales Forces: Mexico*, FirstWord contrasts the Mexican sales environment against the global picture to establish how the nation rates and why. In a

fascinating and timely report, FirstWord delves into the performance of key pharmaceutical companies, how traditional sales models fit the Mexican profile, and why there are new initiatives being trialed, such as the use of Contract Sales Organisations (CSO), discount cards, segmentation models, sales training consultancies and the Customer Relationship Management (CRM) tools. Based on in-depth research and interviews with industry experts, the report offers a measured examination of Mexico's potential—and how to tap into it.

The report reviews the Mexican market and economy to discover:

Why Mexico is leading the way in pharmemerging markets

How traditional sales models are thriving and which new initiatives are emerging

The report

Examines the current growth and sales results from leading pharma markets

Overviews Mexico's strengths, potential and drawbacks

Offer key insight into the duality of Mexico's wealth distribution and how that affects the pharmaceutical industry

Reviews the current state-of-play for more than eight pharma leaders establishing themselves in Mexico

Analyses new sales initiatives such as CRM, CSO, discount cards and market segmentation

Key pharmaceutical companies profiled

AstraZeneca

GlaxoSmithKline

Pfizer

Novartis

Eli Lilly

Merck

Ranbaxy

Takeda Pharmaceutical

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AstraZeneca

GlaxoSmithKline

Pfizer

Eli Lilly

Novartis

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