

# IQVIA Personal Selling Solutions

Draw from over 25 years of heritage and exceptional customer satisfaction for agile field deployment to maximize your brand equity.

## Business issue



**73** brands face patent expiry in the next 3 years

**\$87 Billion** projected total loss

## The challenges



Competitive launches



Changes in channel preference



Changes in reimbursement



Changes in regulation

## The need

Optimize mature brand performance to maintain share of voice and product awareness in a dynamic multi-challenge environment with Personal Selling Solutions.

## Outsource to IQVIA for scalable, flexible, and agile selling solutions



## The solution

  
**25+**  
years' experience



**95%**  
Customer satisfaction score



Personal Selling Solutions brings you

## Case study

*Sales strategy redesign and redeployment*



Client needed to reduce footprint and improve productivity from previous CSO to IQVIA Personal Selling Solutions.



I have witnessed consistent and relentless efforts from everyone to make it happen through your performance-oriented mindset, solidarity between each other, attention to detail and long hours! I sincerely thank you all for that.”  
– Brand Lead

Interested in learning more?

Interested in learning more about how IQVIA can help with your field outsourcing needs?