

CHAPEL HILL, N.C., Oct. 4, 2013 /PRNewswire/ -- The Managed Markets sales function within pharmaceutical organizations is growing in importance as the influence of payers has ballooned. Unfortunately, many companies are finding it challenging to effectively reward, recognize, and retain their high performers because of poorly defined performance criteria and career structuring.

A recent Best Practices, LLC study found that 80% of respondents have no clear career path for navigating through their [managed markets sales organization](#) . This lack of clarity decreases engagement, motivation, and ultimately performance. Understanding how to refine Managed Markets Career pathways is necessary for boosting overall morale.

The report, "[Best Practices in Developing a Structured Career Path for the Managed Markets Professional](#)" provides leaders with critical insights, reliable metrics, and trends data they can use to evaluate and improve the structure, organization, and clear path planning program inside their Managed Markets function.

Key study topics include:

- Size & Structure of the Function
- Examples of Career Path Models Within Regional & National Account Management Roles
- Performance Measurement & Evaluation Factors
- Compensation & Benefit Differences Within Job Levels
- Job Eligibility Requirements
- Paths In & Out of the Managed Markets Sales Function
- Future Trends & Potential Stumbling Blocks

This benchmarking research drew participation from 11 major healthcare organizations with direct oversight of the national, regional and key account managers in their managed markets sales organization.

Creating Career Pathways for Managed Markets' Sales Professionals

Written by Australian Business

To access the full report, or to download a complimentary summary containing insights found in this report, click on the following link: <http://www3.best-in-class.com/rr1237.htm>.

For more information on other recent primary research studies, contact us at 919.403.0251. For related research, visit our Best Practices, LLC Web site at www.best-in-class.com/.

ABOUT BEST PRACTICES, LLC Best Practices, LLC is a leading benchmarking, consulting and advisory services firm serving biopharmaceutical and medical device companies worldwide. Best Practices, LLC's clients include all the top 10 and 48 of the top 50 global healthcare companies. The firm conducts primary research and consulting using its comprehensive proprietary benchmarking tools and analysis. The operational insights, findings and analysis form the basis for our Benchmarking Reports, databases and advisory services to support executives in commercial and R&D operations. Best Practices, LLC believes in the profound principle that organizations can chart a course to superior economic performance by studying the best business practices, operating tactics and winning strategies of world-class companies.

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