

Break the Barrier

with Next-Generation Commercial Policies

can boost margins using commercial policies? Typically, "policies" are associated

Did you know you

with "policing," like a strict and complicated law you must follow.



Viewing commercial policies as a partner rather than a policeman enables you to develop robust strategies for a competitive advantage, gain

control of pricing and contracts, boost margins and allows you to:







policy framework in Life Sciences?

What does it take to develop a strong commercial



Commercial policies should define standard

sales channels and target customers such as:

These 7 steps are a launching pad for breaking barriers

and moving beyond just setting up boundaries and

defining a common framework in your organization...



Hospitals **Retail stores**

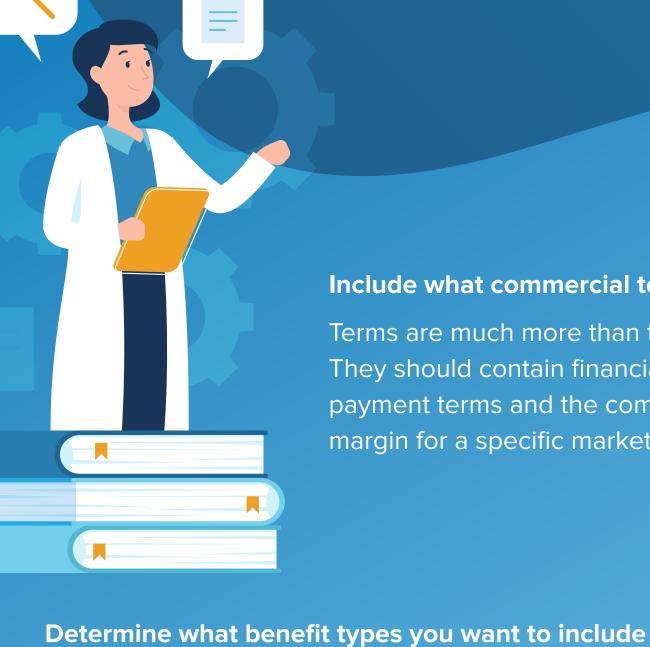








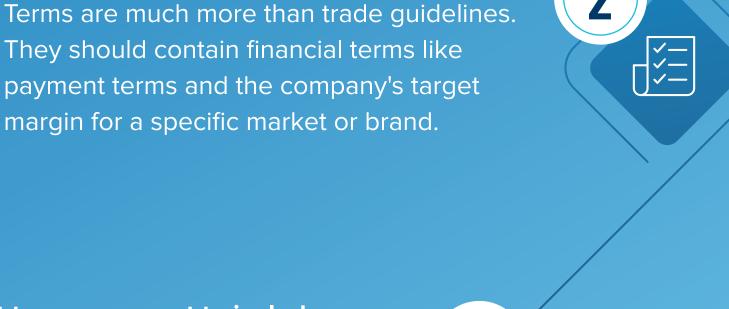
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payment terms and the company's target margin for a specific market or brand.

They should contain financial terms like

Include what commercial terms to offer



Lumpsum Free goods Service Percentage Cost per unit Special financial term

and if they are conditional, unconditional or based on

sell-in, sell-out or sell-through. And if the type is:



WHY

should we offer

this benefit?



Identify common terminology 5

POLICY

Common terminology is needed to define a common framework and boundaries that you can measure. For example:

Are the list price and

gross price the same?

Is the ex-factory price the

same as the patient price?

WHAT

do we want to gain from

offering this benefit?





Process and procedures

What organization will

and procedures

help define the guidelines



This is the next generation of commercial policy frameworks needed by Life Sciences companies to reach beyond boundaries and focus more on margin and company

Deep dive into the **Watch the On-Demand Webinar** 7-step process:

strategies that affect all revenue management processes.

Guidelines

Tools for global

and local policy and

approval exceptions

profits with commercial policies:

Learn more about boosting

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