



$$SFE = \frac{\text{Units sold}}{\text{Cost of sales}}$$

SFE is the acronym indicating the room for improvement in sales and marketing operations.

The “E” could stand for **Effectiveness** = doing the right thing.

The “E” could stand for **Efficiency** = doing things the right way.

The “E” could stand for **Excellence** = to be determined ...

A field force strategy, designed to create value for stakeholders, customers or patients and ensuring differentiation, will increase SFE. Improving outcome for patients, improves SFE.

The readiness to adapt sales processes to the needs and demands of today may be crucial. Disciplined and diligently executed processes in the field force need insight and knowledge. Asking the field force to get it done is too easy: your reps need to be enabled and empowered. Capabilities, insight, objectives worthwhile and achievable, and knowledge about strategy and execution are vitally important ingredients to master the current challenges.