

Veeva Vault CRM

Drive Pharmacy Sales Excellence with Insight-Led Execution

Unified Commercial Solutions for OTC and Pharmacy Sales



Overview

Drive Pharmacy Sales Excellence with Insight-Led Execution.

Veeva Commercial Cloud offers complete and tailored solutions for retail execution in pharmacy. Empower field teams with insights to optimize territory strategy and secure point-of-sale wins through data-driven execution.



Sell In

Get full offline order negotiation, built exclusively for pharmacy sales.



Sell Out

Drive self-selection and recommendations at the point of sale through optimized product placement and product training and education.



Partnership

Build long-term relationships and enable mutual growth through sales and visibility contracts.



Enhanced Customer Experience

Ensure high-quality post sales service through fully integrated customer service.



Insight-Led Execution

Power every pharmacy visit with next-best store and action recommendations, giving reps the insights they need to dominate the point of sale.

V Vault CRM Suite



Life Science-Specific



Integrated Ecosystem



Powered by AI

All-in-One Pharmacy Sales Solution

V Vault CRM Suite drives agile, compliant field execution - from territory planning to visit preparation and closure - to maximize brand visibility and sales value in every interaction.



Supporting Consumer Health Companies with Sell-In and Sell-Out Capabilities

Order Management

Maximize sell-in with insight-led, offline order negotiation. Capture, price, and process complex orders instantly at the point of sale to accelerate the perfect store.

Service Center [↗](#)

Build stronger pharmacy relationships. Track claim statuses to drive proactive service and resolve friction pre-visits. Scale omnichannel reach via remote teams to capture long-tail segments and hard-to-reach customers.

Store Check

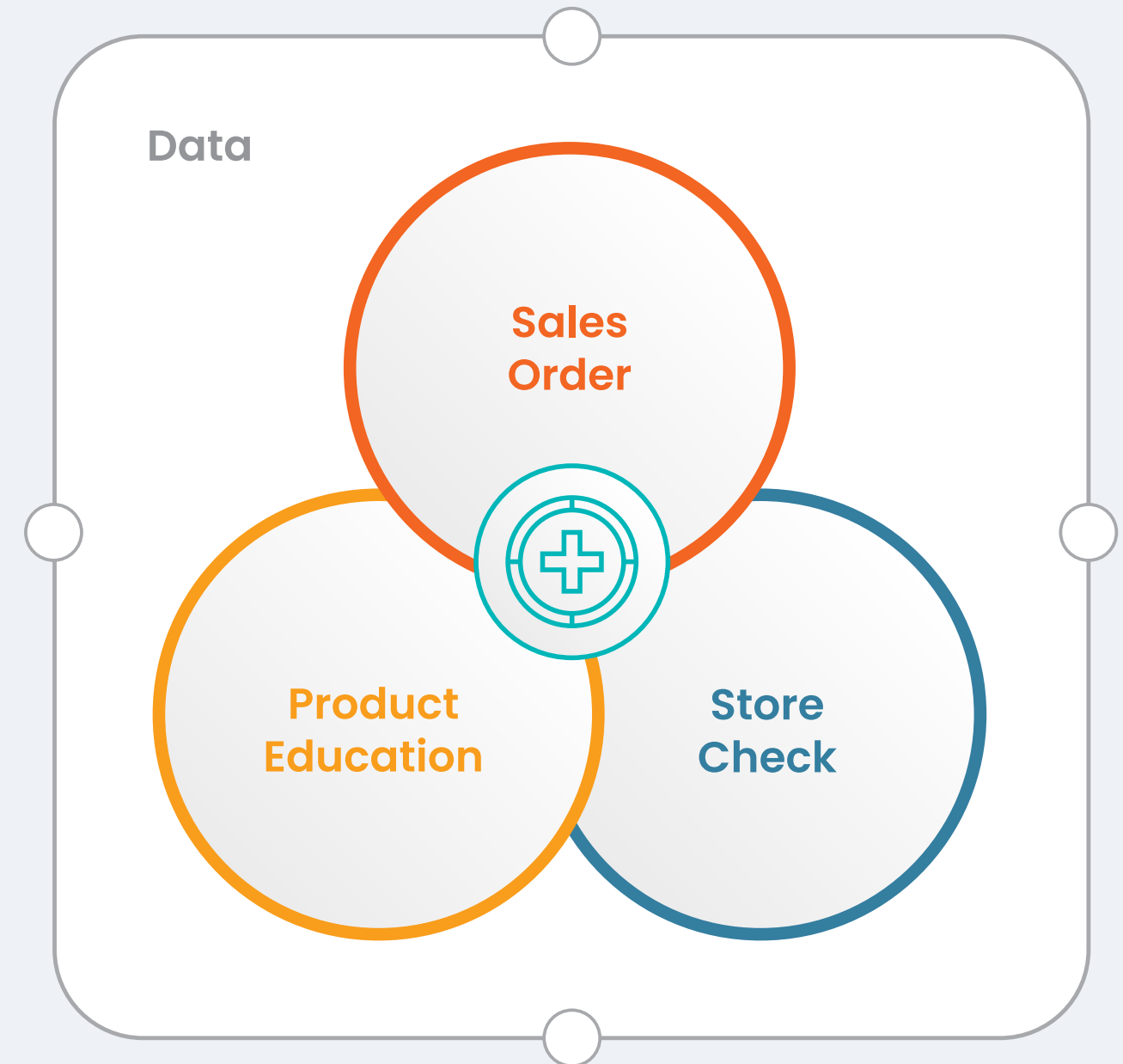
Protect the shelf and eliminate out-of-stocks. Capture real-time data about inventory and product placement to optimize product availability, visibility and influence shopper purchase.

Product Training

Turn product education into sales. Deliver high-impact brand education and marketing visibility to secure pharmacist recommendation, shopper loyalty and sell-out growth.

Contracts

Transform pharmacy agreements into competitive advantages to ensure shelf-place dominance and inventory consistency. Guarantee long-term partner loyalty by formalizing performance incentives.



ORDER MANAGEMENT

Maximize Pharmacy Sell-In with Insight-Led Negotiations

Order Management empowers reps to capture, negotiate and price single or multi-product deals, with instant offline pricing and discount calculations. Maximize revenue and customer trust by delivering the best price at the point of sale.

Improve Orders Offline Negotiation at Point of Sale

Automate complex pricing conditions for better pharmacy negotiations.

Execute with Speed and Efficiency

Accelerate order capture to find the right products, faster. Optimize negotiations with Recommended Order.

Negotiate with Confidence

Maximize orders with real-time insights, upsell and cross-sell driving negotiations.

Order Lines (62)	Product Identifier	Distribution	Quantity	Recommended Qu...	Recommendation Reas
Focus Products (5)					
Painslasher Caps 1g EAN: 12347862476	EAN: 12347862476	<input checked="" type="checkbox"/>	0	Accept 20	Average quantity ordered
Painslasher Caps 500mg EAN: 12387463622	EAN: 12387463622	<input checked="" type="checkbox"/>	0	Accept 15	Average quantity ordered
i Cholecap 20 mg EAN: 12345677834	EAN: 12345677834	<input checked="" type="checkbox"/>	60	60	Not ordered in the past 4
Cholecap 30 mg EAN: 12345675638	EAN: 12345675638	<input checked="" type="checkbox"/>	20	20	Average amount ordered
Tropic Thunder Anti-itch 100ml EAN: 123348282871	EAN: 123348282871	<input checked="" type="checkbox"/>	0	Accept 50	High increase in sales exp
Top 5 Products (5)					
Ibuproxiv 12 400mg EAN: 1234223664	EAN: 1234223664	<input checked="" type="checkbox"/>	0	Accept 12	Average amount ordered
Cholecap 70mg EAN: 12345649098	EAN: 12345649098	<input type="checkbox"/>	0	Accept 25	Promotion if more than 24
Ibuproxiv 24 400mg EAN: 12345676232	EAN: 12345676232	<input checked="" type="checkbox"/>	70	70	Popular product and mini
Cholecap 10 mg EAN: 12345677888	EAN: 12345677888	<input checked="" type="checkbox"/>	0	Accept 20	Average amount ordered
Cholecap 35mg EAN: 12344564439	EAN: 12344564439	<input checked="" type="checkbox"/>	0	Accept 60	Increase in sales expecte

Order Total Quantity: 150 | Order List Amount: EUR 4,836.00 | Order Total Discount: 0.00% | Order Net Amount: EUR 4,836.00 | Order Total Profit: EUR 0.00



Order Management

Vault CRM

Order Capture

- Select account
- Select order object type
- Select products and quantities
- Select delivery and payment information
- Split orders into multiple deliveries
- Select commercial conditions for pricing rules
 - Contracts
 - Campaigns
 - Wholesalers
 - Price books

Order Pricing

- Apply pricing
 - List price
 - Limits
 - Discounts
 - Line level discounts
 - Order level discounts
 - Brand level discounts
 - Product group level discounts
 - Delivery level discounts
- Free goods
- Payment terms
- Delivery periods

Enterprise Resource Planning (ERP)

Order Processing

- Invoicing
- Logistics
- Stocks
- Shipment

SERVICE CENTER

Deliver Frictionless, More Responsive Customer Experience

Service Center unifies field, customer service and inside sales teams data for a single view of every pharmacy. Purpose-built to manage inbound cases and outbound call lists with full telephony integration.

Improve Field, Service and Headquarter Alignment

Get a real-time, 360° view of every pharmacy, including claim status and history, for a unified and seamless execution.

Resolve Inquiries Faster

Leverage automated workflows and real-time access to case history to resolve customer issues before every visit.

Drive Incremental Growth

Turn every service interaction into a sales opportunity with remote sales support.

Ensure Retail Compliance

Track and resolve shelf or contract issues directly through centralized support.

The screenshot displays the VaultCRM Service Center interface. At the top, there's a navigation bar with 'VaultCRM', 'Person Accounts', and a search bar. Below this, there are tabs for 'Service Center', 'My Accounts', and 'Library'. A secondary navigation bar shows 'Overview', 'Inbound', 'Account Search', and several open case tabs: 'Question about sample order', 'Problem with sample order fo...', and 'Question about advisory board'. The main content area is titled 'Question about sample order' and is divided into three sections: 'Case Details', 'Activity Feed', and 'Collaboration Workspace'.
Case Details: Shows 'CA-0000128' with fields for Category (General), Subcategory (-), Product (Natevba), Case Owner (Sarah Jones), Queue (Default), Type (Question), and Severity (Normal). Below this is the 'Account' section for Clinton Ackerman, Oncology at Memorial Hospital, with contact information for mobile phone and email.
Activity Feed: Shows a timeline of events for 'April'. A key event is 'Conversation Started: MS Teams Channel' at 9:15 AM, with details for Channel (CA0000128) and Created By (Sarah Jones). Another event is 'Case State: Open' at 9:15 AM, with a 'State Change' from 'New' to 'Open' by Sarah Jones, and a 'Reason' of 'Identified Requestor and her association with the Case Contact'.
Collaboration Workspace: Shows a 'Case Note' being edited. The note content reads: 'Dr. Ackerman is having issues with his sample order for Natevba, this isn't a isolated incident will check with Robert to understand what is causing the delay| Ackerman NPI: 0039282384 re: sample order following up from yesterday call • needs samples ASAP • has patients waiting. |'. A 'Save' button is visible at the bottom right of the note editor.



STORE CHECK

Optimize Product Visibility to Ensure Consumer Selection

Store Check provides a structured framework for assessing product availability and visibility in pharmacies and retail outlets. Ensure point-of-sale dominance through maximized shelf presence to influence consumer selection.

Adapt to Local Market Needs

Tailor visibility metrics to specific store layouts and regional requirements.

Accelerate Field Visibility

Synchronize inventory data instantly for a real-time view of the shelf.

Protect Your Agreements

Verify contract compliance on-site to ensure retail execution meets brand standards.

Maximize Every Interaction

Get real-time compliance checks and take corrective action in pharmacy to optimize sales outcomes - not post visit reporting.

Inventory Monitoring Lines (31)			Distribution	Facings	Consumer Price	Layer	Position
+ Cardiotal 30 capsules EAN: 12347862470	∅	●					
+ Cardiotal 60 capsules EAN: 12347862490	∅	●					
+ Cardiotal 90 capsules EAN: 12347862766	∅	●					
+ Cholecap 35mg EAN: 12344564439	↔	✓	10	EUR 6.50	Eye Level	Front of Counter	
+ BreatheFree 100ml EAN: 12347862123	↔	✓	12	EUR 3.50	Eye Level	Open Shelf	
+ BreatheFree 30ml EAN: 12347862332	↔	✓	5	EUR 6.00	Below Eye Level	Front of Counter	
+ BreatheFree 60ml	↔	✓	5	EUR 8.00	Eye Level	Front of Counter	
+ Ibuprox 12 400mg EAN: 1234223664	↔	✓	5	EUR 3.00	Eye Level	Front of Counter	
+ Ibuprox 24 400mg EAN: 12345676232	↔	✓	5	EUR 4.00	Eye Level	Front of Counter	
+ Ibuprox 36 400mg	↔	✓	5	EUR 6.00	Above Eye Level	Front of Counter	
+ Labrinone 10 mg EAN: 12345676555	∅	●					
+ Labrinone 20 mg EAN: 12347864321	∅	●					
+ Painslasher Caps 1g EAN: 12347862476	↔	✓	8	EUR 2.00	Eye Level	Front of Counter	
+ Painslasher Caps 500mg EAN: 12387463622	↔	✓	3	EUR 2.00	Below Eye Level	Back of Counter	
+ Painslasher Diclofenac Cream 2%	↔	✓	10	EUR 1.50	Eye Level	Front of Counter	

PRODUCT TRAINING

Educate Pharmacists and Turn Them Into Experts and Advocates

Product Training drives expert recommendations at point of sale with structured product education for pharmacists and assistants. Auto-capture content shared during the pharmacy visit to ensure messaging is consistent and compliant, and secure brand influence.

Personalize HCP Engagements

Tailor detailing topics for every interaction to highlight product benefits and brand investment through advertising and promotion.

Deliver a Consistent Brand Narrative

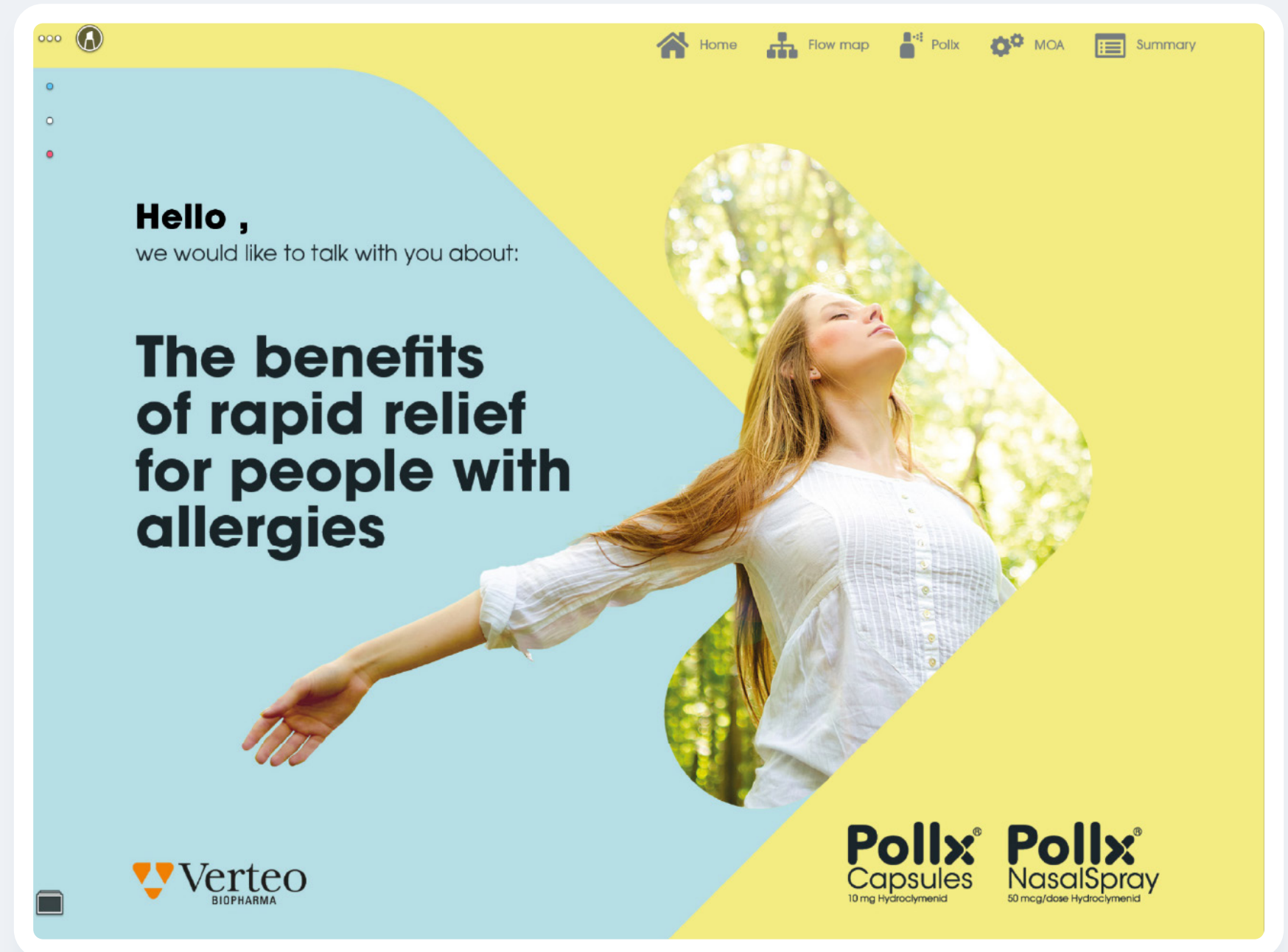
Use structured checklists to prioritize key products and ensure messaging stays on-strategy.

Optimize Representative Efficiency

Accelerate call reporting with “Favorite” product tagging while maintaining total portfolio flexibility.

Simplify Audit Readiness

Automate the recording of educational activities to ensure effortless regional and internal compliance.



CONTRACTS

Build Strategic Partnerships and Grow Loyalty

Vault CRM Contracts secures pharmacy loyalty by formalizing volume, pricing, and premium in-store placement agreements. Align field activities with your broader growth objectives, redirecting focus toward high-value sell-out optimization and strategic account growth.

Close Execution Gaps

Instantly compare actual orders against agreements to identify and recover lost performance opportunities.

Strengthen Stakeholder Partnerships

Build mutual-growth partnerships with contract negotiation and in-store signature on the iPad.

Unify the Commercial Ecosystem

Connect contracts directly to order and inventory workflows to automate pricing and compliance logic.

Contract	Contract Partner	Account	Start Date	End Date	Owner	Signature Date	Signature
OM_Contract_015	CP-000009408	Jermaine Swift	16 Apr 2025	16 Apr 2029	April Beier	07 Jan 2025 03:39 PM	 Signee Lindsey Hoppe
OM_Contract_036	CP-000008300	Barry Rogahn	22 Jun 2025	22 Jun 2029	Tyler Bailey	26 Jan 2025 12:10 PM	 Signee Lloyd Ankunding
OM_Contract_039	CP-000005439	Bennie Mante	01 Aug 2025	01 Aug 2029	Theodore Moen	27 Jan 2025 08:00 PM	 Signee Leroy Lesch
OM_Contract_092	CP-000008425	Gertrude Mohr	19 Sep 2025	19 Sep 2029	Elbert Langworth	04 Feb 2025 11:36 PM	 Signee Timothy Pagac
OM_Contract_179	CP-000008443	Wendell McDermott	12 Oct 2025	12 Oct 2029	Carol Pagac	08 Feb 2025 12:15 AM	 Signee Myrtle Daugherty
OM_Contract_276	CP-000009597	Stella Reichel	13 Oct 2025	13 Oct 2029	Janet Bruen	08 Feb 2025 04:45 PM	 Signee Agnes Roberts
OM_Contract_310	CP-000009687	Betty Macejkovic	12 Dec 2025	12 Dec 2029	Cassandra Stroman	20 Feb 2025 10:03 AM	 Signee Jeremy Graham
OM_Contract_560	CP-000006882	Amy Sauer II	10 Jan 2026	10 Jan 2030	Mable Walker	26 Feb 2025 09:52 PM	 Signee Charlie Nicolas
OM_Contract_570	CP-000003587	Louise Schroeder	19 Mar 2026	19 Mar 2030	Ida Hvatt	02 Mar 2025 05:00 PM	



Keep Learning

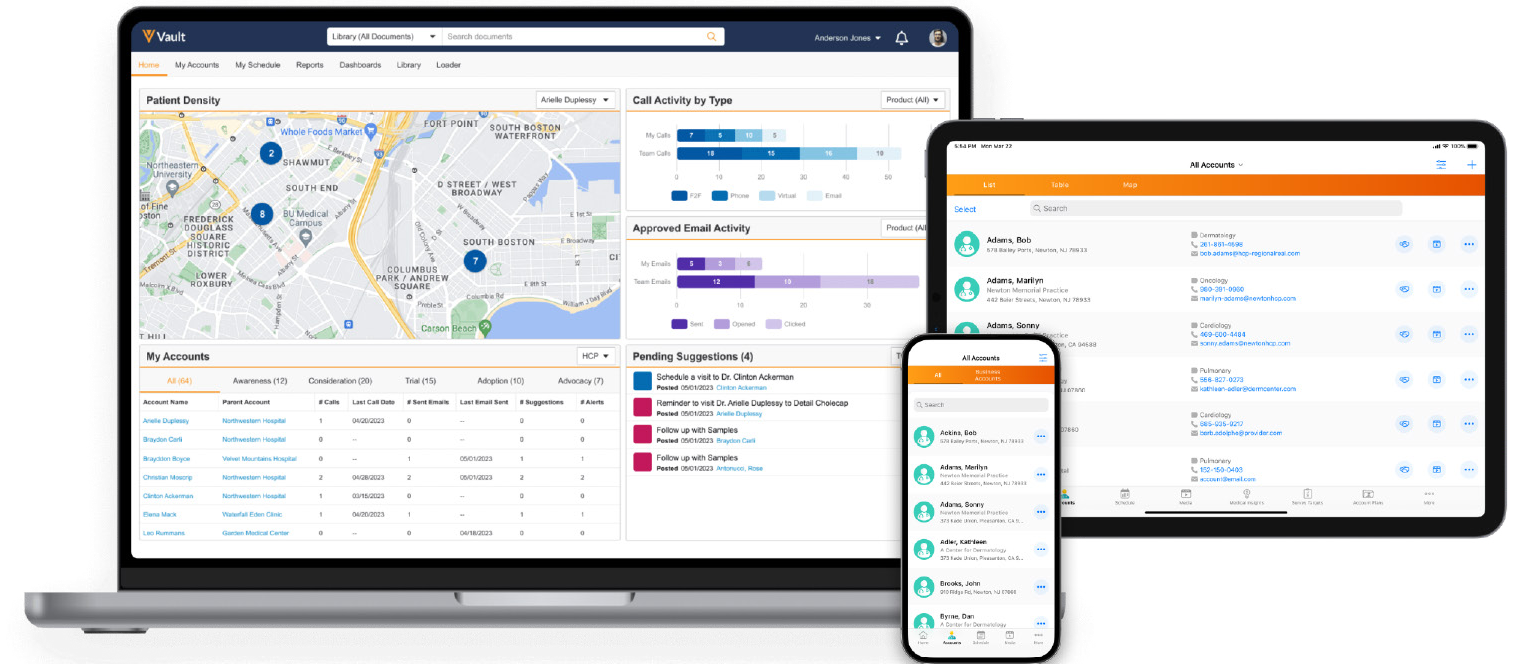
➤ [Explainer Video | Veeva Vault CRM for Consumer Health](#)

➤ [Teva Testimonial | AI Innovation in Life Sciences](#)

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Veeva is the global leader in cloud software for the life sciences industry. Committed to innovation, product excellence, and customer success, Veeva serves more than 1,100 customers, ranging from the world's largest biopharma companies to emerging biotechs. As a Public Benefit Corporation, Veeva is committed to balancing the interests of all stakeholders, including customers, employees, shareholders, and the industries it serves.

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