

# Roster Management for an Effective Field Force

## The State of Roster Management

450K  
field sales  
globally

9.4%  
average field  
turnover per year

3.4 yrs.  
average tenure  
in a company

37K  
vacant territories  
per year

For every day you have a vacant territory,  
**you are losing potential revenue**

Spreadsheets remain the main tool pharma  
companies use for roster management.

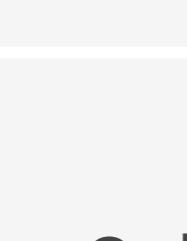
### Why current solutions do not work:

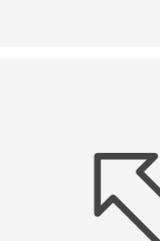
- ✗ No single source of truth
- ✗ Prone to errors
- ✗ Limited access to historical  
information and insights

## Veeva Vault CRM Align Roster Management Capabilities

 Past, present, and future  
roster data access

 Flexible territory and  
targeting models

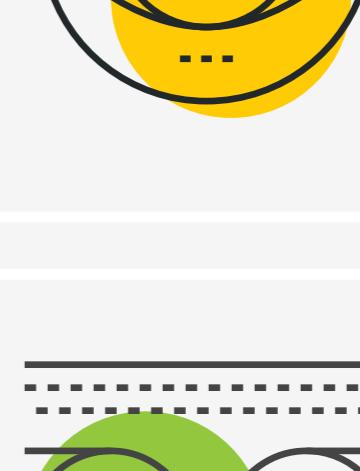
 Easy product  
assignments

 Native integration  
with Veeva Vault CRM

## Benefits for Your Organization

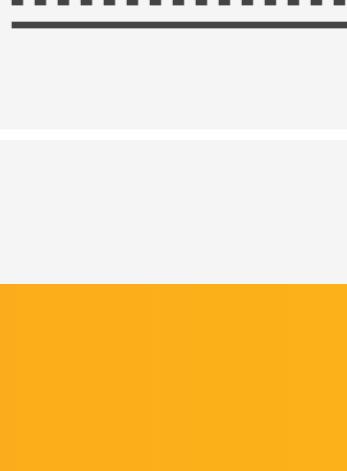
1

Quicker deployment for  
new hires and rep transfers



2

Improved roster information  
visibility and transparency



3

Integrated with commercial  
operations and field processes

