* Skip Between Sections
  + Company Background
  + Sales Management at Syntex Labs
* “Sales Force Strategy Model” and below important
* Two Models described
  + allocating sales reps to physician specialties
  + allocating sales reps to products
    - Only focus on
    - build sales response functions for each of the seven products
    - Sales = b + (a − b) (Effortc (d + Effortc ))
      * Effort = # of sales reps at % of current level
      * Sales = # of sales at % of current level
      * A = max
      * B = min
      * C,d = fitted
* After build models for all seven products
  + build a model that calculates total net profit over the seven products for any assignments of sales reps to each product

Text

Description automatically generated

* Products