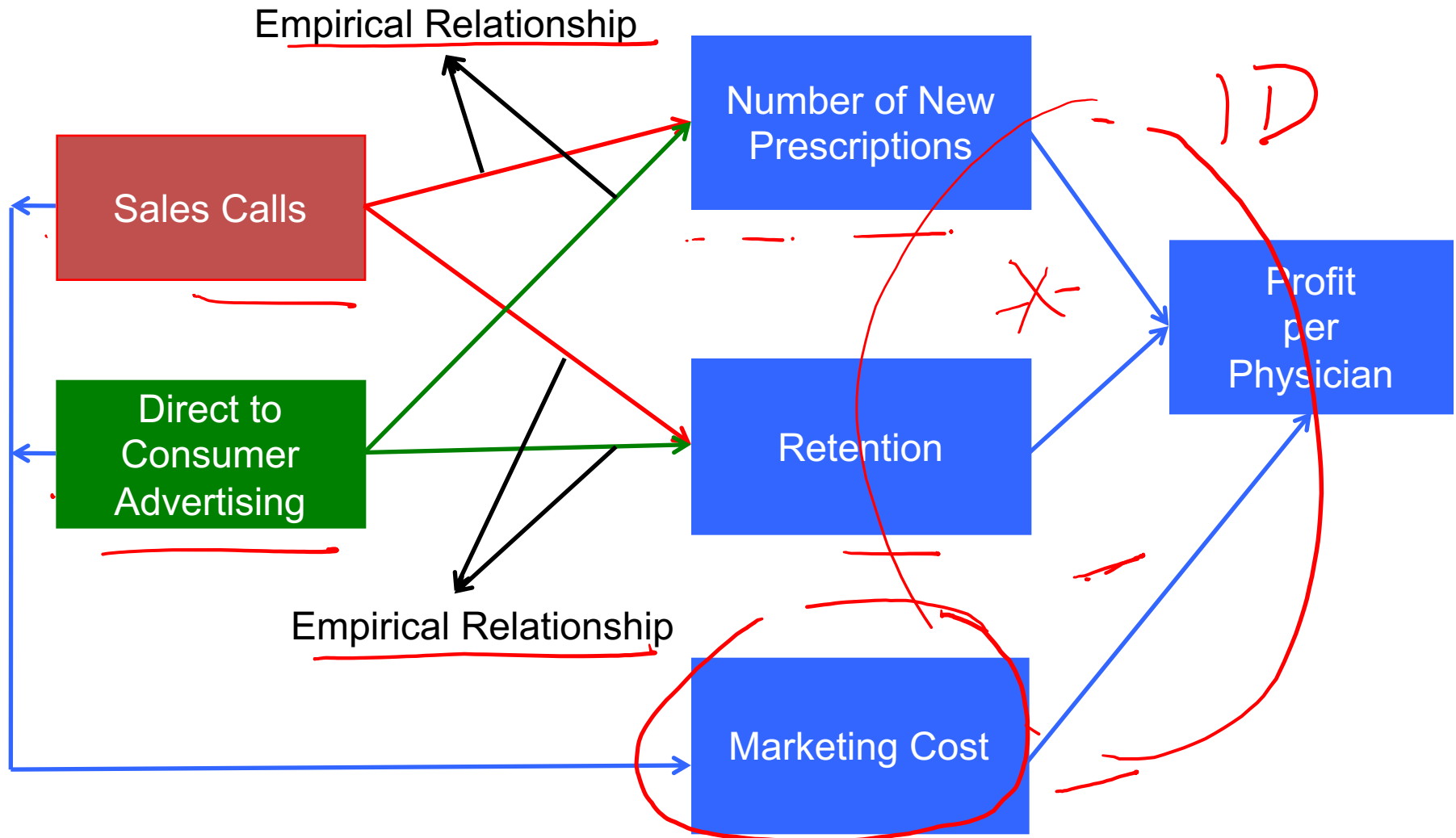


# Pfizer

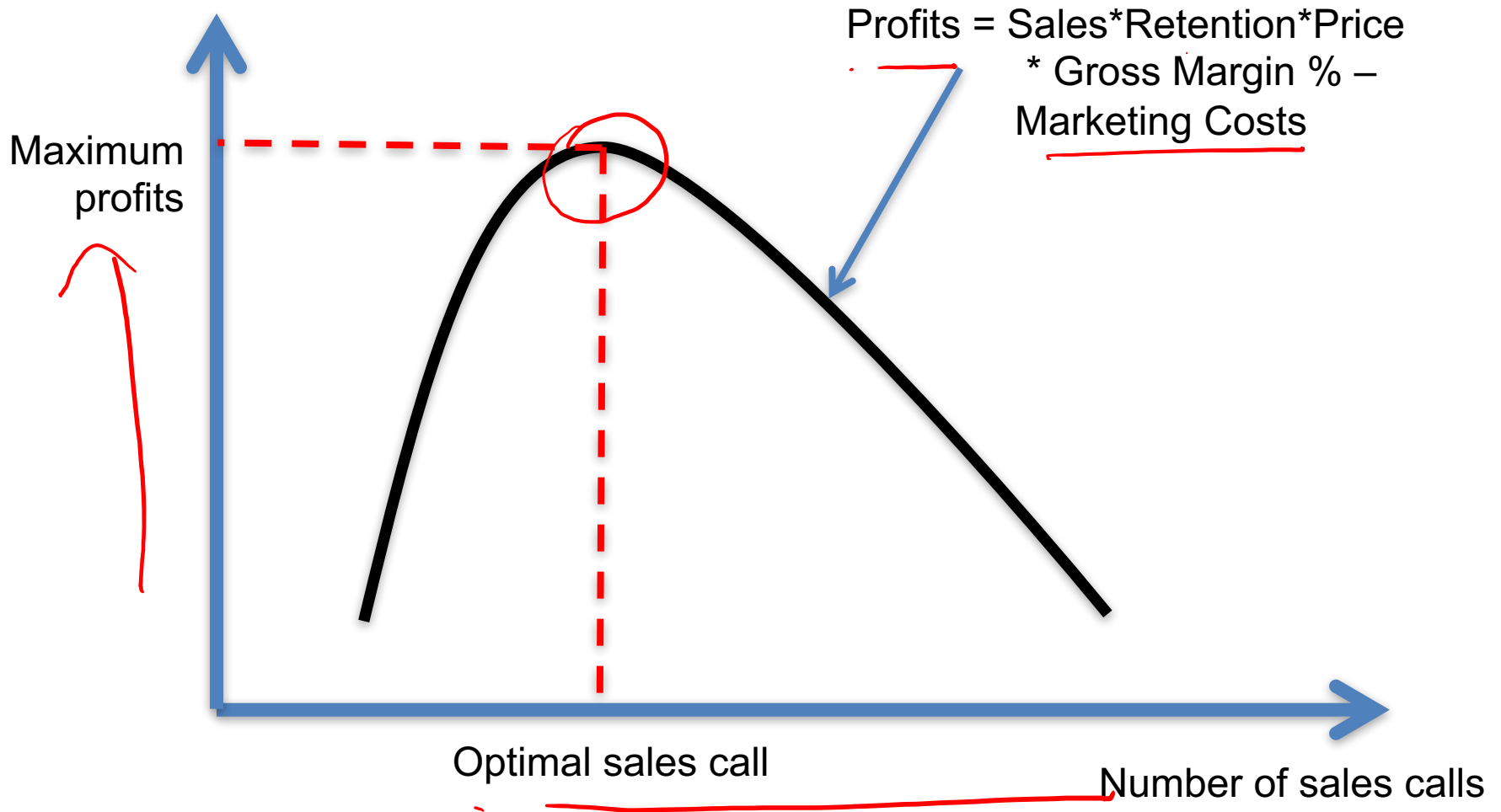
---

# Resource Allocation Process—Pfizer



# Maximizing Profits and Optimizing Marketing—Pfizer

---



# Maximizing Sales and Optimizing Sales Calls—Pfizer

*Regression*

*logit*

Estimated Weights				Price	Cost of Sales Calls
Number of prescriptions		Retention			
Intercept	Sales Calls	Intercept	Sales Calls		
0.05	1.5	0.006	1.2	300	50

Sales Calls	Sales	Retention	Profit	
1	1.09	0.70	109.73	
2	1.70	0.79	181.65	Current
3	2.13	0.84	226.31	
4	2.46	0.87	252.30	
5	2.74	0.90	265.25	
6	2.97	0.91	268.74	Optimal
7	3.17	0.92	265.10	
8	3.35	0.93	255.94	
9	3.50	0.94	242.39	
10	3.65	0.95	225.27	

$\text{Profit} = \text{Sales} \times \text{Retention} \times$

*(100% margin)  
\* price  
- cost of sales calls*

