

# ON DEMAND solution provides flexibility and results for Pharma Client



CS-393-08

## Challenges

- Client had vacancies in sales force and needed single solution across multiple products and teams
- Gaps included low potential territories that converted to part-time, vacant territories due to LOAs and job shares as well as additional territories in high potential geographies

## Solution

- Client assigned PDI reps to each region to be used according to regional needs
- PDI built and managed an ON-DEMAND Dynamic Staffing team based on the regional gaps
- Team comprised of both part time and full time sales representatives

## Results

- PDI successfully sold across regions with three different mirrored teams and 5 products
- PDI achieved performance goals for on-time hiring, sales results and reach and frequency
- Client expanded team by 125% after first three months and extended contract