

2008 FIELD SALES FORCE EFFECTIVENESS STUDY

TABLE OF CONTENTS

Background & Methodology	1
Study Goals	3
Executive Summary	5
Observations and Recommendations	13
Company Summary & Recommendations	15
Summary of Quantitative Survey Results.....	17
Profile of Survey Respondents	17
Frequency & Characteristics of Sales Rep Meetings with Veterinarians	20
Sales Rep Attribute Importance	37
Sales Force Ratings by Company	41
Summary of Company Attribute Ratings	111
Appendices	125
Appendix A: Sample Demographics	
Appendix B: Definition of Regions	
Appendix C: Favorite Company Sales Reps	
Appendix D: Survey Questionnaire	