

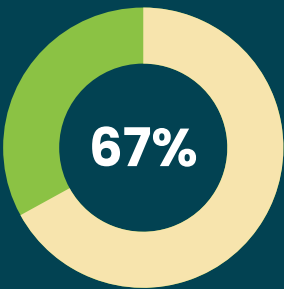
THE FUTURE OF PHARMA

SALES MOTIVATION:

WHY INCENTIVES NEED TO EVOLVE

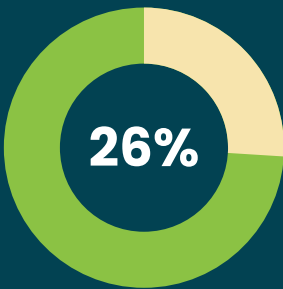
The Motivation Challenge

Pharmaceutical Sales Reps Face Unique Engagement Challenges



of sales professionals report experiencing burnout

Salesforce State of Sales



of sales reps are engaged at work

Gallup

What Motivates Pharma Reps Today?

Top Motivators Beyond Compensation

Purpose

Growth

Recognition

Choice

Employees who receive meaningful recognition are **4X** more likely to be engaged.

Gallup

Why Personalization Matters

One Reward Doesn't Motivate Every Rep

Travel

Merch

Experiences

Learning Opportunities

Wellness Rewards

Gift Cards

Only **22%** of employees strongly agree they receive the right amount of recognition.

Gallup