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Animalytix Launches Revolutionary Sales Force Alignment Service

Animalytix is proud to introduce its proprietary “ALYX ATAM” territory management services. The Animalytix Territory Alignment Methodology is a state of the art sales force development and analysis platform designed to deliver the animal health industry’s most precise and market specific territory alignment recommendations and analysis. The ATAM approach allows sales executives to select from any one of more than 8,000 products and 30+ unique customer segments to custom-design a view of the market specific to their needs.

Once selected, the underlying customer base is segmented into quartiles based on purchasing volumes, making it possible for construct sales territories based on total market opportunity and critical mass of specific customer types. Once a sales force alignment is selected, Animalytix offers manufacturers the ability to then monitor shifts in market share per territory as well as market penetration by customer quartile. According to Brad Holen, Director of Commercial Operations at Animalytix, the service is ground breaking for the industry. Holen stated “Never before have sales executives in the small animal, equine or food animal segments had access to a territory management tool with the robustness and precision ATAM.” Customers interested in undertaking a comprehensive sales territory assessment in market potential or market penetration should contact Brad Holen at bholen@animalytix.net or info@animalytix.com to learn more about this revolutionary new service offering.

About Animalytix LLC

Animalytix, through its partnership with the leading US animal health distribution companies, is unique in its ability to provide actionable commercial insight to manufacturers, investors, lenders and financial analysts with an interest in this dynamic and expanding market. Animalytix currently publishes more than 30 monthly market surveys reflecting sales of pharmaceuticals, vaccines, nutraceuticals and veterinary supplies for use in pets, horses, swine and cattle totaling \$6.5 billion in sales revenues on an annual basis. The monthly surveys provide sales trending insights for more than 8,000 products sourced from more than 500 manufacturers. For more information, please contact: info@animalytix.net, or visit: www.animalytix.net.