BIOLIANCE · ROLLING CSO

A smarter way for small pharma to launch.

The Rolling CSO — lower risk, lower cost, and full flexibility.

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The Rolling CSO

A Smarter Contract Sales Model for Small and Midsize Pharma

How emerging specialty, oncology and rare-disease companies can launch with lower risk, lower cost, and full flexibility.

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EXECUTIVE SUMMARY

A CSO Built for How Small Pharma Actually Launches

The contract sales organization (CSO) has long been the fastest way to put a professional field force in market without building one from scratch. But the dominant CSO model was designed around the economics of large manufacturers — multi-year commitments, heavy fixed overhead, and all-or-nothing headcount. For a small or midsize company preparing its first specialty, oncology or rare-disease launch, those terms transfer risk in exactly the wrong direction.

The **Rolling CSO** is a different model. Instead of committing to a full field force before demand is proven, you build a team fit to purpose and roll people in as territories become ready or profitable. Pricing is fully transparent, contracting is flexible, and a try-before-you-buy culture lets you validate the team before you scale it.

In short, the Rolling CSO lets you:

- **Align cost with value** — pay for expertise, not corporate overhead.
- **Align risk with readiness** — scale the team as the market proves out.
- **Keep control** — flexible contracts and the option to convert roles to your own headcount.

> **100+ years** of combined executive launch experience across manufacturer and service-provider roles.

THE CHALLENGE

Why the Traditional CSO Falls Short for Small Pharma

Large service providers are built to serve large clients. Three structural pressures make their model a poor fit for emerging companies:

1 **Long-term lock-ins**

To satisfy their own investors, large providers push small organizations into multi-year agreements — committing scarce capital long before a launch has proven itself.

2 **Inflated service fees**

High SG&A costs are rolled into pricing models. You end up funding corporate overhead and real estate, not just the talent selling your product.

3 **Inherited M&A debt**

Many large providers grew through mergers and acquisitions, creating heavy debt loads that get passed on to clients through higher fees.

Underlying all three is a single flaw: the traditional model asks a small company to take on maximum fixed cost and maximum risk at the exact moment it can least afford either.

THE MODEL

Introducing the Rolling CSO

The Rolling CSO reorders the relationship. Bioliance operates as a **partner, not a vendor** — building a team around your objectives and scaling it in step with your business.

Fit to purpose
The team is built for your specific launch challenge, not a standard package.

Transparent pricing
Complete clarity on cost — and exactly what you get for it.

Flexible contracting
Terms that flex with your milestones, not the provider's investors.

Try before you buy
Validate the team's performance before you commit to scale.

Roll in as ready
Add roles as territories become profitable or operationally ready.

Convert with confidence
Gut-check and backfill roles onto your own team over time.

Rolling CSO (n.) a contract sales model in which field talent is phased into the market as it becomes ready or profitable — aligning cost and risk with real demand.

HOW IT WORKS

A Lower-Risk Path to Launch and Expansion

Rather than deploying a full field force on day one, the Rolling CSO ramps in deliberate phases. Rolling CSO territories carry the early risk; as the brand gains traction, teams expand and can convert to client headcount.

PHASE 01	PHASE 02	PHASE 03	PHASE 04
Awareness & Strategy Map territories and design the go-to-market plan.	**Launch** Deploy the initial field team — Sales team in highest priority geographies.	**Controlled Expansion** Scale team as demand proves out.	**Pipeline Territories** Convert and backfill roles onto client headcount.

At each stage you add cost only against proven opportunity — and retain the option to bring high-performing roles in-house.

THE ADVANTAGES

Traditional CSO vs. the Rolling CSO

	Traditional CSO	The Rolling CSO
CONTRACTING	Multi-year lock-ins	Flexible terms tied to your milestones
COST	High SG&A baked into every fee	Decentralized model keeps SG&A low
LAUNCH RISK	Full field force before demand is proven	Roll teams in as territories prove out
SCALING	All-or-nothing headcount	Add or convert roles as needed
PRICING	Opaque and bundled	Fully transparent — you see what you get
OWNERSHIP	Talent stays with the provider	Option to convert roles to your headcount

WHY BIOLIANCE

Built for Specialty, Oncology and Rare Disease

Bioliance Life Science Partners is a comprehensive commercial solutions provider focused on emerging and small life science companies — with deep specialization in specialty, rare disease and oncology. We deliver launch excellence and optimized engagement through personalized services shaped around each client's needs.

Our structure is the model's foundation. A decentralized operating model keeps SG&A low, and organic growth means no acquisition debt to pass along — **you pay for our expertise, not our real estate.** The experts you meet during selection are the same leaders who run your engagement, ensuring continuity from pitch to field.

Proof points

- 100+ years of combined executive experience across manufacturers and service providers.
- KAM and SAM teams already supporting brands across specialty, rare disease and oncology.
- A leadership bench drawn from both the manufacturer and service-provider sides of the table.
- Client references available on request.

GETTING STARTED

Design a Team Fit to Your Launch

The Rolling CSO is designed to move quickly. A typical engagement progresses from contracting and SME appointment through recruiting, training, and operational readiness to a full field launch in roughly six months — with each workstream sequenced to de-risk the next.

STEP 1

Contract & appoint

Sign flexible terms and assign a dedicated Bioliance SME.

STEP 2

Recruit & offer

Source, interview, and onboard RSDs and KAMs.

STEP 3

Train & ready

Build training modules and operational systems.

STEP 4

Launch & expand

Go to field — then scale as the brand proves out.

Ready to launch smarter?

Let's build your Rolling CSO. Talk with Bioliance Life Science Partners about a team designed around your launch.