

Case Study: Medical Device Company



Overview:

Sagamore was engaged by a leading medical device provider that is a division of a Fortune 50 global corporation. The organization was looking for alternate means to drive U.S. sales of a promising medical device that provides superior safety and efficacy for doctors and their patients over competitive offerings.

The medical device organization has had the benefit of extensive relationships in key clinics and hospitals across the United States as well as a dedicated field sales organization that is focused solely and selling the promising device. Despite these advantages our partner hadn't been able to capture more than 15% of the nearly billion dollar market for this offering.

Challenge:

Our medical device partner faced several challenges as we initiated our engagement. The economic environment made hiring of additional FTE's to grow the field sales organization untenable. Our partner's largest competitor had four times as many representatives on the ground and a 46% market share despite promoting a product with an inferior safety profile.

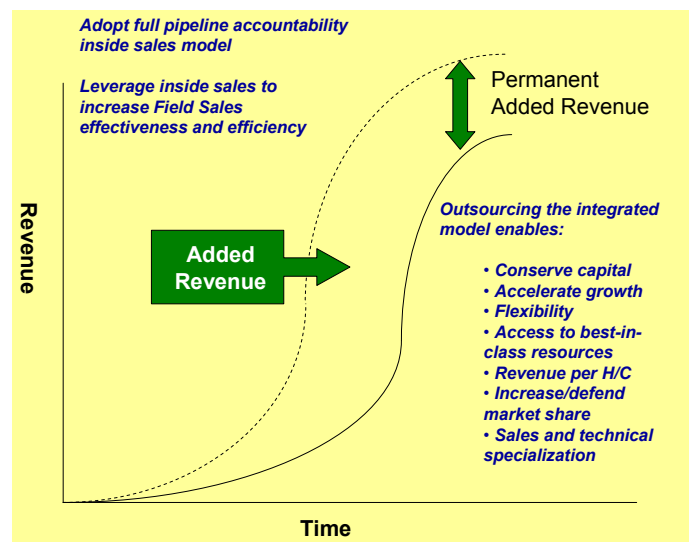
Additionally, new regulations from AdvaMed, an industry sponsored regulatory body, severely curtailed many of the activities utilized by field representatives to build rapport with doctors. As a result, management began to evaluate the SG&A costs associated with their face-to-face model to determine if greater efficiencies could be attained through alternative approaches.

Solution:

Sagamore deployed an Inside Sales Organization that was responsible for lead generation, lead development, account mapping and qualification, closing business, and ongoing account management and development. Sagamore's team was dedicated to driving sales by collaboratively assisting the field sales team. The teaming approach yielded great efficiencies in two strategic areas - Prospecting and Account Management:

Prospecting

Our Inside Sales Representatives (ISRs) were able to engage office staff and clinicians - detailing the patient benefits, efficacy and safety of our Medical Device vendor partner's offering. Our team was able to qualify and size the opportunity and interest level at each practice we engaged and work with the field organization to prioritize our approach based on these dynamics. Sagamore's ISRs were also able to remotely initiate and track the progress of product trials.



The 'S Curve' chart above depicts how Sagamore's Integrated Sales team was able to accelerate the Medical Device Vendors sales resulting in Permanent Added Revenue

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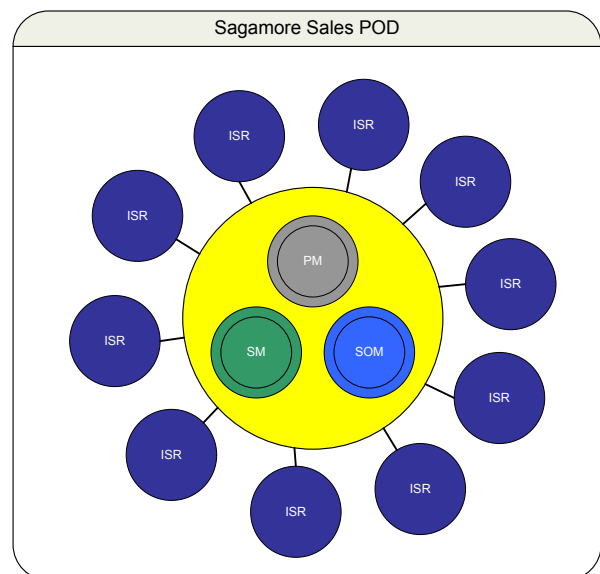
Onsite meetings with doctors and key staff were pre-arranged for field representatives by the ISR with qualified contacts to avoid time consuming repeat visits. Phone based account qualification also contributed to a reduction in pre-sales onsite visits.

Account Management

The inside sales team was able to act as a backstop, handling sales related issues and keeping field representatives in the field in front of doctors. Sagamore ISRs had an active account management role - working to maintain relationships and grow the business in each clinic by influencing additional doctors/clinicians and communicating the benefits of available vendor marketing programs. A vital component of the inside account management role is knowledge of the account. Our reps got to know and build rapport with each of the players in the practices they manage - *that rapport was a crucial differentiator.*

Results:

By teaming with the medical device vendor's field organization, Sagamore was able to measurably improve sales efficiency and effectiveness. Sales growth in accounts with Sagamore ISRs was 2.5 to 4.5 times greater than the national average. The field team was made more efficient by reducing their administrative burden through Sagamore's account management support and by the decrease in windshield time from pre-arranged meetings. Freeing field representatives to vary visits monthly, bi-monthly, quarterly or on an as needed basis - enabled the team to focus more cycles on winning additional, larger practices. This resulted in an acceleration of the sales cycle that in turn led to increased repeat sales opportunities adding to the medical device vendors overall permanent revenue.



The Product Oriented Division (POD) depicted above incorporates seasoned sales, product, and project management expertise into each engagement. Our teams work in an open environment similar to the diagram depicted above. The POD approach enabled:

- ◆ Faster on-boarding with less burden to the vendor
- ◆ Medical expertise at the point of contact
- ◆ Cost effective, focused management and professional sales development for the team
- ◆ Onsite health care regulation compliance training and monitoring
- ◆ The provision of a dedicated manager tasked with building relationships, maintaining communications, and providing upstream marketing information to the vendor organization

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