



Partnering in the medical sales process.

Case Study Focus **STEP 1 Account Targeting** **STEP 2 Establishing Product Demand**



Goal To predictably grow your business



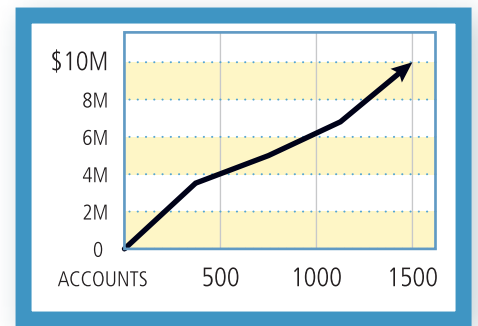
Situation Clinically superior orthopedic product with limited market share
Multiple decision makers, limited sales reach
Consistent base business erosion of 15-20%



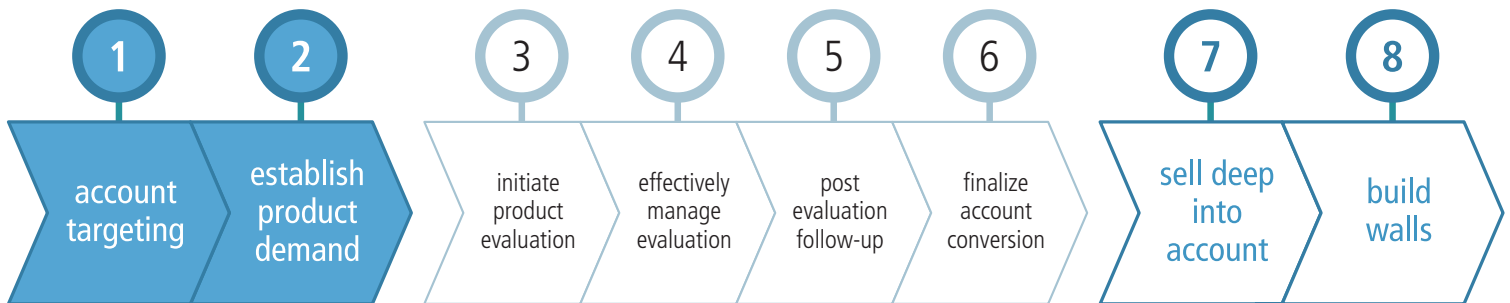
Actions Align with sales team and focus on gap accounts
Engage clinicians and administrators, construct account profile
Build competitive landscape (CRM tool)
Develop and confirm account value (\$10k-\$250k)



Results Net new business resulted in 8:1 ROI
Delivered 1500 decision maker relationships
Grew segment 70%, \$10 million over historical levels



Current Medical Sales Process



ACCOUNT BASED REPRESENTATIVE FOCUS