

Partnering in the medical sales process.

Case Study Focus **Step 8: Building Walls**



Goal To maintain and grow business in open territories



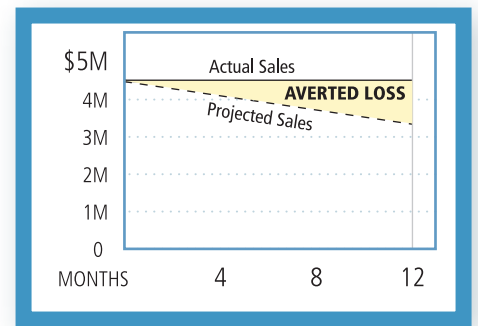
Situation Open territory historical decline of 30%
CRM tools used infrequently, little history.
6-8 months to achieve new rep effectiveness



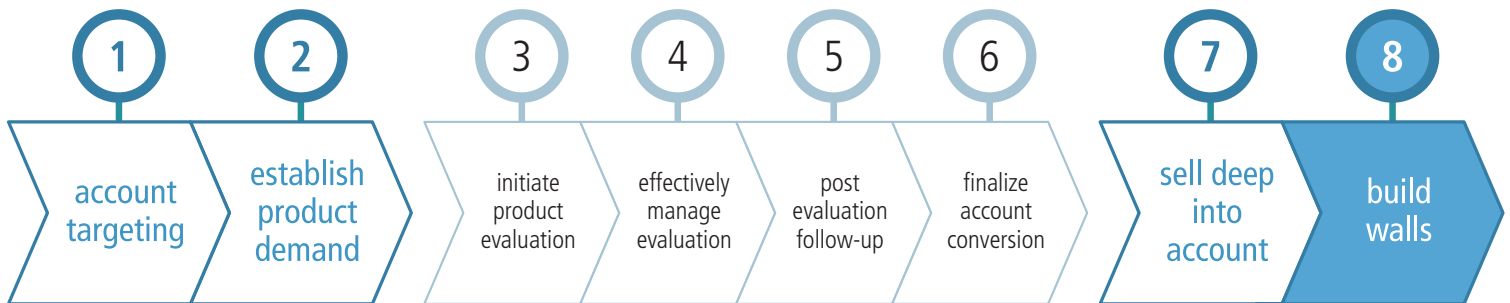
Actions Cover all existing accounts per territory and build CRM
Assess and manage competitive threats
Achieved 100% maintenance of base business



Results Averted annual loss of \$1.5M
Delivered territory road map and introduced new field representatives to existing customers.



Current Medical Sales Process



ACCOUNT BASED REPRESENTATIVE FOCUS