



Partnering in the medical sales process.

Case Study Focus Step 7: Converting Business



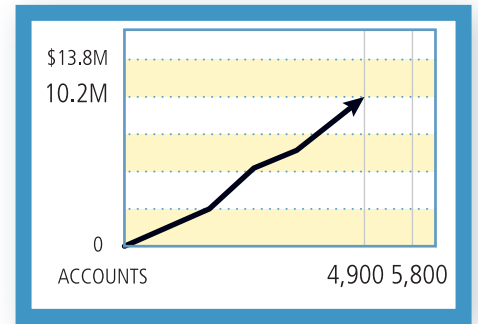
Goal

To quickly and effectively upgrade customer to new technology



Situation

Market share decline for leading twenty year old technology
Low product priority for sales organization
New technology delivers competitive barrier



Actions

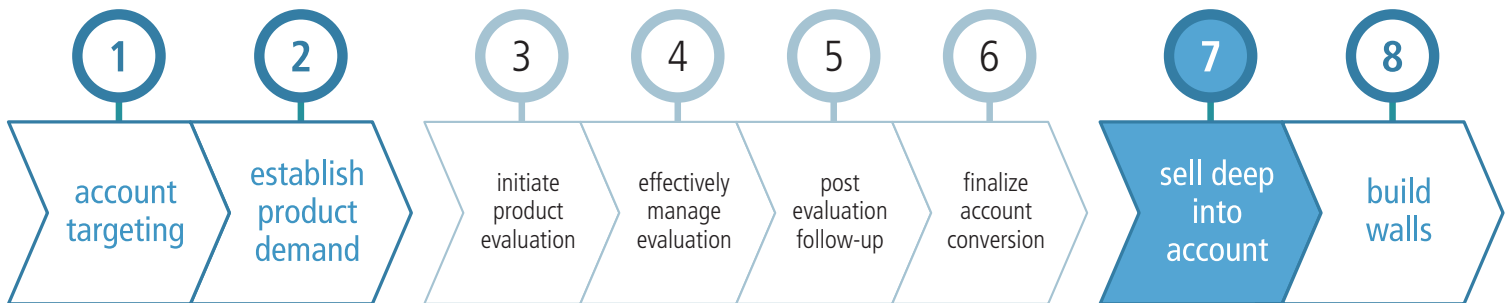
Targeted and prioritized 5800 vulnerable accounts = \$13.8M opportunity
Engaged clinical and administrative staff in each account with rep knowledge
Developed internal new product expertise
In serviced via digital media to 3600 accounts



Results

Converted 74% or \$10.2M of an \$13.8M opportunity
Established 4900+ CRM profiles

Current Medical Sales Process



ACCOUNT BASED REPRESENTATIVE FOCUS