



Partnering in the medical sales process.

Case Study Focus Return on Investment



What is the ROI of an inside sales organization

Value Proposition

- | | |
|---------------------------|------------------------------|
| Deliver New Accounts | Grow and Protect Business |
| Convert New Products | Deliver Value Added Services |
| Drive Contract Commitment | Manage Open Territories |

Combined ROI Annual \$1M revenue growth for \$100k investment vs. External Rep ROI



SOURCE: ZS Associates, Designing a High-Performance Medical Device Sales Model