

Case Study: Experienced Medical Device Representative in Fragmented Territory over Large Geography

Customer:

A Medical Device Sales Representative from a Fortune 100 company. The Sales Representative had less than 3 years in industry and managed a fragmented territory which was spread over a large geography. A highly-competitive threat existed as the competitor didn't have as large of a geography or product portfolio to manage.

Business Problem:

The Sales Representative was spread thin throughout the large geography allowing competitors significantly more time to develop customer relationships. The Sales Representatives' productivity was challenged due to lack of quality and impactful time with each customer. The Sales Representative relied heavily on features and benefits of, what was believed to be, a superior product. Competitors could combat this tactic easily with its own marketing messaging, larger budget for selling, and quality time spent with the customer base. With declining revenue in the territory, it would have been challenging to get approval for additional head count in order to combat the increasing competitive threat.

Why ProSellus?

With the territory quickly eroding, an innovative strategic approach was needed. ProSellus offered an impactful approach which would allow the Sales Representative to focus on core strengths and exploit our competitors' weakness. The strategy and tactics taught empowered the Sales Team to truly deliver what mattered most to the customer therefore driving sales to an all-time high without adding headcount or conceding business in any part of the territory.

Results:

- 1st year impact: Sales Representative achieved 100% of quota
- 2nd year impact: Sales Representative achieved 150% of quota
- 3rd year impact: Sales Representative achieved 115% of quota

Rival companies pulled Sales Representatives out of the territory within the first 18 months of implementation of ProSellus' strategies. Relationships with physician customers changed from being a vendor (providing a product) to one of the most important assets of their practice. This change allowed the Sales Representative to work within the entire territory without risk of losing a customer to a competitive product.