ProSellus
Engineering Sales Growth

Case Study: Fortune 500 Medical Device Company's Products Suffer Commoditization in Top Medical Community

Customer:
Medical Device Sales Team from a Fortune 100 Company with a ranking of 28th out of 32 districts. The Sales Team was struggling to differentiate itself in a highly-competitive, established healthcare market.

Business Problem:
The Sales Team was facing competitive threats daily in a very disloyal customer market where switching costs were minimal and contracts were not available to protect business. Hospital customers were beginning to attempt commoditization, therefore driving average sales prices down making revenue targets unattainable. There was very little differentiation of product and each vendor relied on its own "bell or whistle" to compete. In one of the nation's largest medical communities, sales were stagnant and revenue was declining.

The Sales Representative's began an attempt to out-service the competitors reducing time spent selling and increasing time spent providing non-revenue generating activities. The parent company invested several million dollars in data analytics, which it believed would facilitate intelligence to fuel sales growth; it failed.

Why ProSellus?
A slow decline in the rankings left the Sales Team at risk to lose budget and headcount. ProSellus offered a specific strategy which empowered both the most tenured, as well as, the youngest Sales Representatives to differentiate them from the competition immediately. The strategy changed the playing field, putting the competition on its heels.

Results:
Within 12 months, the Sales Team increased its internal rankings from 28th to 2nd in the company. In addition, because of revenue growth, the Sales Team was forced to expand its sales force by 60% and increase its clinical support by 40%. Because of the ProSellus impact, the landscape in which the company's Sales Teams compete has forever changed. In the past 7 years, this district has never ranked lower than 5th in the company and the sales manager credits ProSellus' techniques and strategies as the defining factor in the Sales Teams success.