

## **Case Study: Novice Medical Device Representative in New Territory with Fierce Competition**

### **Customer:**

Medical Device Rep from a Fortune 500 Company with less than 6 months in his territory and new to medical device industry as well as geography.

### **Business Problem:**

The Sales Representative had a minimally-differentiated product in a market dominated by 2 additional competitors. The features and benefits of the product were not enough to produce the results which the company forecasted. In addition, the Sales Representative was outnumbered 7:1 by competitors in the large geographical territory.

The Sales Representative attempted to apply techniques taught in sales training sessions sponsored by the company, which included typical traditional selling styles (consultative selling, spin selling, etc...). The Sales Representative attempted to engage customers by selling the features and benefits of his minimally differentiated product with little to no impact. The customer relationships the competitors had over a longer period of time acted

as a barrier to entry to existing physician practices.

### **Why ProSellus?**

The company needed to differentiate itself to customers. Most importantly, it needed to provide a unique value to the customer which wasn't being fulfilled by the long-standing competitor.

### **Results:**

By utilizing the differentiated strategy brought by ProSellus the Sales Representative was empowered to gain competitive business quickly and increase revenue growth by 100% in the first 2 quarters of implementation. The Sales Representative proved the company could decrease the ramp-up time and time-to-revenue for new Sales Representatives from 2 years to 6 months. In addition, the Sales Representative found, by providing this value, the customers ended up selling the product FOR him to their peers.