

# Breakthrough Case Study<sup>©</sup>:

## Healthcare Industry: Increasing Focus & Productivity

### Description of Company

The client is a large subsidiary of a \$7B healthcare company that sells disposable wound management medical products to hospitals and long term care facilities. The client has over 250 salespeople, sales managers, directors and clinical specialists in North America.

### Business Problem

- The sales force lacked focus on specific accounts and opportunities.
- Low productivity due to picking 'low hanging fruit' and being too reactive and opportunistic.
- Margins suffering due to salespeople buying the business with low prices
- Poor differentiation due to focus on low price
- Insufficient discovery and qualification due to overuse of samples
- Low average sale price

### Objectives

- Increase market share and sales
- Improve productivity
- Differentiate with solutions and services.

## The Breakthrough Solution

- 1) Custom design a BuyCycle Funnel for the client. This gives unprecedented 'leading indicator' funnel value – TVR (Total Viable Revenue) for sales and sales managers to prioritize, plan and organize their way to quota.
- 2) Train all sales people in Funnel Principle Selling.
- 3) Train all sales managers in coaching to Funnel Principle Selling.
- 4) Conduct monthly Funnel Audits™ with salespeople to define 30 day action plans and hold them accountable.

## Results

- In target accounts, sales increased nearly three times the sales increase in non-targeted accounts.
- Forecasting accuracy dramatically improved, as did forecasting consistency. Sales managers report a qualitative increase in selling skills and effectiveness.
- Average deal size has increased.