

# Expanding Markets Cost-Effectively



## Overview

Our client, an oral healthcare company, launched a new product in 2010. It had a limited sales force and needed a cost-effective way to expand its territory into 13 targeted states. Since its sales force could not cover these states, we were able to step in and help our client fill this “white space” territory.

## Challenge

Our client introduced a new dental implant to the market and needed assistance in promoting it. It had a few big challenges to overcome: it used no promotional tactics other than a small, 40 person sales force, and it had many low value accounts.

In addition, its sales force could not reach a large portion of the U.S., leaving significant white space territory that needed to be covered.

## Solution

Utilizing a data-driven, analytic approach, we created a customized, multichannel solution that targeted customers in both new and existing territories.

We reinforced our client’s sales force with our own to gain new accounts and increase sales among existing low value accounts.

## Process

To determine the best course of action, we analyzed our client’s sales and third party data to develop a targeted marketing plan.

We also developed approximately 50 multichannel marketing solutions for our client, including inside sales, direct mail, email, a microsite, and a PURL.

Our inside sales force led the program by targeting our client’s low value customers—such as those who were not purchasing a significant volume of our client’s products, or those who were purchasing a competitor’s products. They utilized up-selling, cross-selling, and virtual selling to boost sales among these accounts.

## CASE STUDY

*By using a targeted, multichannel solution, we were able to increase the market reach and sales of our client’s new product in previously untapped territories.*

## Results

By the end of 2012, we had filled our client's white space territory with new accounts that increased sales for the new product. Our multichannel solution was so successful that our client added 21 new states to our territory coverage. Within two years, we were able to grow 885 low value accounts representing just \$755,000 in revenue to approximately 5,300 accounts representing \$3.4 million in revenue.

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