

Growing Sales for Underserved Accounts



Challenge

A leading company in the women's health solutions field offered a minimally invasive surgical procedure, appropriate for some women with stress urinary incontinence. The recovery period following the procedure was short, and patients experienced few complications and minimal scarring after surgery. Research showed that the outcome was overwhelmingly positive, even after several years had past.

It would appear that a product with this success story would be an easy sell to the OB/GYN market. And at times, it was. The challenge was in the logistics.

The company employed an inside sales force of 100 sales reps, with over 15,000 OB/GYNs and various other healthcare settings to call upon. To maximize their efforts, these reps concentrated their efforts on 20% of the population, mainly hospitals and large metropolitan practices. A large segment of the market was not being served.

Solution

We concluded that with a combination of direct marketing, lead generation, and an inside sales program targeting physicians, hospitals, and alternate settings, the company could more than TRIPLE its revenue within targeted accounts.

Our goal was two-fold: to help the company grow sales within underserved and underperforming accounts using direct marketing and inside sales, and to create a more efficient process for customer acquisition of new accounts to be closed by field sales.

Process

We began by examining every facet of the marketing and sales approach. Then we engineered and overlaid a database-driven, quarter-by-quarter marketing plan to assist sales reps in trade shows, follow-up and advertising opportunities, and regional and national events so they could concentrate harder on their core competency - closing the sale.

CASE STUDY

MMC concluded that with a combination of direct marketing, lead generation, and an inside sales program, revenue could more than triple within targeted accounts.

In addition, our highly experienced inside sales force took over complete responsibility for inside sales and small accounts, expanding the company's reach. Where there was an opportunity, we strengthened it. Where there was a gap, we closed it. And by speaking directly to the market more than 20 times a day, we also provided a valuable flow of information from potential prospects to our client.

Results

The initial pilot program targeted approximately 512 accounts; the control group continued to be supported by client-managed inside sales. The program combining MMC inside sales with direct marketing and campaigns resulted in sales growth of 3:1 versus the internal sales group - or a 48.1% sales increase in the first 10 months of the program.

Small wonder, then, that we were called upon to engineer a solution for marketing and selling the product to urologists as a solution for the urinary incontinence caused by prostate problems. To meet that challenge, our sales force underwent three weeks of the same rigorous tests, classes, training, and hospital visits as the company's own reps. Our contribution to sales growth translates to millions of dollars in revenue.

MMC's program resulted in a 48.1% sales increase in the first 10 months.



Want to profitably squeeze revenues out of unaddressed accounts?

Take the **MMC Challenge**

*If you're struggling to achieve the outcomes you need, take the **MMC Challenge**. We'll give you the insight you need to grow your business.*

To learn more, contact Stephanie Andacht at **800-345-4662** or **sandacht@mmcweb.com**.