

# Territory News

It's your territory. Own it.



Healthcare never stops transforming. Changes in legislation, leadership, corporate restructuring, and new technologies and processes are just a few of the reasons your sales team is working with a landscape that's always shifting. What's more, they face the competition, which is battling to put a stake in your market share.

Today's sales teams must be aware of every change in their customers' businesses in order to offer better solutions, and to anticipate sales needs before anyone else.

## EMPOWER YOUR REPS TO OWN THEIR TERRITORY

StratCenter Territory News is the only news source that provides sales teams with invaluable, weekly insights into ongoing business changes within their hospitals, health systems and GPOs. With Territory News, your field team is informed of key sales trigger events such as:

- Mergers and acquisitions
- Changes that impact supply chain dynamics
- Construction projects
- Changes to critical business focus
- Changes in management
- New technology adoption

With this information in hand, your team can spend less time gathering information and more time in front of customers selling and positioning your company's solutions. They'll be armed to develop practices that increase sales, elevate their status with customers, and improve service to key accounts.

Territory News keeps my sales reps up-to-date on trends, movement and events in their territories. This not only saves them substantial research time, but it also helps them show clients that our company is ahead of the game: we know what's happening in their business, and we're ready to support them – ahead of the competition.

Donna Leister,  
Dräger Medical

## STAKE YOUR CLAIM THROUGH TERRITORY INTELLIGENCE

TERRITORY NEWS FEATURE	STRATEGIC OUTCOMES
<ul style="list-style-type: none"><li>▪ News is pre-filtered for reps by city, state, zip or county, delivering only the specific news happening in each territory</li></ul>	<ul style="list-style-type: none"><li>▪ Save reps 1-2 hours per week – <b>totaling 13 more days of customer contact per year</b></li><li>▪ Enable more selling time in front of customers through quick access to news</li></ul>
<ul style="list-style-type: none"><li>▪ Reps receive one email per week with all news summarized for their accounts</li></ul>	<ul style="list-style-type: none"><li>▪ Empower your team to respond to customer needs ahead of competition</li><li>▪ Turn trigger events into immediate growth opportunities</li></ul>
<ul style="list-style-type: none"><li>▪ Content is pulled from more than 2,500 articles published weekly on the business of healthcare</li></ul>	<ul style="list-style-type: none"><li>▪ Ensure your reps aren't missing critical events</li><li>▪ Replace information overload and overlap with only relevant news about</li></ul>

# Territory News

WEEKLY TRIGGER EVENTS LEAD TO OPPORTUNITIES FOR GROWTH

"This is an amazing way to stay in touch with the latest news on my hospitals. I've even found out information before my customer about their own hospital!"

"I see opportunities in my territory through new construction projects and infusions of capital dollars."



Your Territory News™ by StratCenter includes...

- 5 articles w/links to the Full Article from 5 unique sources
- News Dates: May 19, 2011 - May 26, 2011
- Children's Hospitals & Clinics of Minnesota, Minneapolis, MN (1 article; 1 unique source)
- Fairview Health, Minneapolis, MN (2 articles; 2 unique sources)
- HealthPartners, Minneapolis, MN (1 article; 1 unique source)
- McKesson, San Francisco, CA (1 article; 1 unique source)

NEW: [HealthCare Construction Projects \(3\) and Territory Statistics](#)

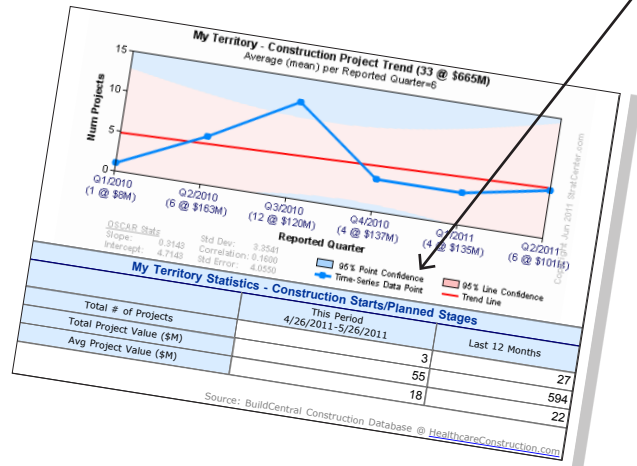
Preparation Date: Thursday, May 26, 2011

Children's Hospitals & Clinics of Minnesota [Multi Hosp Sys]  
[StratCenterID: 12644] Minneapolis, MN (612-913-6100)

May 24 - **Children's Hospitals And Clinics Of MN Chooses The Selectica Contract Lifecycle Mgmt Solution**  
Selectica, provider of deal mgmt solutions, including sales configuration and contract lifecycle mgmt solutions, announced that Children's Hospitals and Clinics of MN has chosen to deploy the Selectica Contract Lifecycle Mgmt software across its network of hospitals and clinics.  
Source: [Selectica, Inc.](#) | [Email this Article](#)

Fairview Health [Multi Hosp Sys]  
[StratCenterID: 21210] Minneapolis, MN (612-672-7272)

May 24 - **HealthPartners personalizing medicine for diabetes patients**  
Patients with diabetes and their physicians will soon have access to a new decision support tool that will reliably support a highly customized and state-of-the-art treatment plan in HealthPartners clinics.  
Source: [Business Wire - Medical Devices](#) | [Email this Article](#)



"I am reminded to focus on hospitals that may not be on my priority list, and to help cultivate future opportunities."

"I keep up-to-date on events, movement, and trends in my territory."

Contact us to find out how you can give your reps 13 more selling days to engage key accounts, offer solutions and increase sales.

## ABOUT STRATCENTER

StratCenter empowers suppliers and GPOs by using science to pinpoint critical sales opportunities. Our team of experts leverages proprietary databases consisting of thousands of unique data sources linked exclusively to gain visibility to supplier and provider dynamics. StratCenter's spectrum of solutions includes both standard web-based tools, product demand analytics, fully custom performance dashboards and client-facing documents. StratCenter's solutions empower our clients to apply the data they need to develop unique, effective and targeted sales programs that increase sales, reduce costs, and enable rapid market entry. For more information, visit [www.stratcenter.com](http://www.stratcenter.com).



4902 CARLISLE PIKE PMB 382 : MECHANICSBURG, PA 17050 : (877) 672-2701 : SALES@STRATCENTER.COM

WWW.STRATCENTER.COM