

Company Case Study

Supplier Increases Sales without Adding Headcount

Opportunity

One of the world's largest healthcare suppliers faced pressures to increase sales without increasing its sales force. They knew their reps needed more face time, selling with an approach that differentiated them from the competition and viewed them as a strategic partner who could provide relevant solutions.

To make matters even more challenging, the company's sales team complained to their leadership that **they felt no control over their own territories**. Spending time sorting through press releases and hospital updates didn't effectively allow them to keep up with market changes. As a result, when they arrived onsite, they were either unprepared for a shifting environment, couldn't offer viable solutions, or another supplier had already recognized the need and beat them to the sale. This resulted in lost opportunities and lower than expected sales growth.

The supplier's sales leadership realized that they needed a tool that would alert each rep to the unique changes in their territories, not take them away from selling time, and allow them to proactively target areas of potential sales growth.

Solution

To address the issue, the supplier signed up for a three-month pilot study of **StatCenter's Territory News** solution. Territory News automatically sorts through thousands of hospital and supplier press releases, and summarizes them to bring each sales rep the exact information they needed, customized by location and account responsibilities. Territory News offers a unique window to what happened at the provider level – from mergers and acquisitions, new technology upgrades, critical operating changes and supply chain dynamics – all in one weekly email customized to each rep's territory. In just minutes, reps can view all news happening in their territory and be kept up-to-date on industry changes, before the sales call and ahead of the competition. They are better able to provide custom solutions and become a critical resource to their key accounts.

What our customers are saying:

"My sales team now feels empowered to sell more strategically. They are mining new opportunities based on insights into their customers. The team feels invigorated with so much timely, relevant information!" – Sales Leader

"I see opportunities in my territory through new construction projects and infusions of capital dollars. Every week I feel like I've uncovered a new lead." – Sales Rep

Results

Since implementation of Territory News, sales reps reported a gain of 1-2 hours per week that they could be in front of their customers. **The cumulative impact for the organization was 1,404 more selling days each year, without adding headcount.** The time that was previously spent on research and prep activities is now being spent engaging customers.

The supplier realized that for less than \$250 per year (per rep) their sales team could increase their value to customers, capitalize on opportunities ahead of competition, and be in front of customers an average of 13 more days per year.

At the close of the pilot, **the organization was so pleased with the results, they signed up for Territory News for the entire sales team.**

Benefits

The sales team realized that they now have the ability to get ahead of their competition, and **to truly own their territory.** They were able to save research time, and be proactive during customer interactions.

Sales leaders found that Territory News was a cost-effective way to combat their field team's research time constraints, add growth opportunities to the pipeline, and increase their team's value to key healthcare customers. They were able to **increase revenue without increased headcount** or significant investment.

Customers felt **more satisfied with the supplier**, as the supplier's reps arrived armed with timely answers to their changing needs and unique challenges.

End-to-end Sales and Market Intelligence Services

Territory News is part of StratCenter's suite of products and services that help healthcare customers grow their businesses. We're passionate about redefining the leading edge of market insight. As the only integrated source of both supplier and provider data, StratCenter allows healthcare companies to accurately answer those strategic questions that make the greatest difference between "Status Quo" and "Serious Market Growth."

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 standard web-based tools, product demand analytics, fully custom performance dashboards and client-facing documents. StratCenter's solutions give our clients the ability 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.