

*Leading Manufacturer of Medical Equipment****Business Challenges***

- To change the focus from capital to lease-based sales in response to changes in healthcare reimbursement rules

Initiatives

- Refocused "value" descriptions and calling patterns
- Reconfigured sales approach to sell the value of changing "capital equipment" from customer's Balance Sheet to their Income Statement
- Developed new Sales Competencies to reflect the above shift
- Coached executive staff, sales management, and sales force on these new competencies

Results

- Sales force achieved significant inroads on major accounts by calling directly at their clients' Executive Management levels rather than just Purchasing Managers and Equipment Managers
- Exceeded annual sales targets within 18 months of this effort

Update

The approach was considered very successful and is now being actively transitioned into another healthcare unit.