

## Case Study 2: Professional Sales Support

### Situation (Discuss)

At the time of their first meeting, the client expressed concern to Magellan that they had open sales territories that were at risk of losing market share to competitors. The client was having difficulty providing sales coverage in the affected territories in a timely manner, and had not fully analyzed the threats and opportunities that their situation presented.

### Business Recommendation (Design)

Before recommending a solution, Magellan conducted a national territory analysis in order to thoroughly understand the range of issues the client was facing and to find opportunities to fully address the client's needs. This process involved completing a gap analysis, sales manager interviews, a market segmentation analysis, and an analysis of the client's sales process. Following this evaluation Magellan recommended the creation of a sales support team that would consist of ten Clinical Specialists. The proposed solution included development of a new sales support model, an integration plan, and a new compensation model. Plans to build, train, and manage the resulting new sales support team were also included in the proposal.

### Magellan Team (Deploy)

The Magellan team included a Team-Building Specialist who identified, hired, the Clinical Specialist Team. A Project Manager trained and managed the team of ten Clinical Specialists. The Project Manager also developed both professional education for new sales representatives and new product training. The team also included an Executive Sponsor and a Senior Project Coordinator who handled project management and administration tasks in addition to employee scheduling, weekly client updates, strategic planning, team building, team communication, quality control, and various other types of client and field team support.

### Results (Deliver)

The project produced the following key deliverables for the client:

- A strategic business plan based on the national territory analysis
- A Clinical Sales Support Team consisting of 10 Clinical Specialists
- Professional education to new sales representatives
- New product training

### Business Impact

The Client not only was successful in protecting market share in open sales territories, they were able to gain market share through increased case coverage – all without increasing internal head count. The client was so impressed with the results that they placed a number of the Clinical Sales Support team into full-time positions within the company.

### Competencies Demonstrated

**Strategic Planning** (Business Planning) • **Marketing Support** (Personal Interviews) • **Clinical Sales Support** (Surgical Case Coverage, Physician/Clinician Training, Product Evaluation & In-Servicing Support, New Product Introductions) • **Sales Strategies** (Sales Process Analysis, Distribution Analysis)

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