

Healthcare  
Equipment  
Company



## Healthcare Equipment Company Benefits from Best Practices Sales Methodology

*As the world's leading provider of integrated healthcare IT applications, the company's IT division recognized the need to reorganize its sales organization in order to continue meeting aggressive annual revenue goals. The former sales organization, which operated in product-oriented silos, found it difficult to coordinate actions across the various product lines. Opportunities to deliver high-value, customer-centric solutions were in danger of being overlooked due to the historic cultural focus on point products.*

The new sales model was based on a new directive – increase revenue from the largest customers by leveraging all company resources and selling across all product lines. New enterprise account teams, led by seasoned account managers, were charged with reevaluating their largest accounts to identify all opportunities and develop strategies to strengthen customer relationships and maximize revenues by the end of the year.

Critical Path Strategies empowered sales teams to focus on specific opportunities. Change is stressful for any organization, but realigning sales teams to focus on areas outside their normal areas of expertise can be especially difficult. They engaged Critical Path Strategies (CPS) to provide training and tools to help the new account managers assess key customers and develop targeted sales strategies to pave the way for their sales teams to deliver high-value solutions.

"CPS developed a customized workshop designed to build upon the existing skills and experience of our salespeople and transform how they sell to our key accounts," says the director of sales training. Over a five-month period, CPS consultants delivered nine regional workshops for regional managers, enterprise account managers and key product specialists. These individuals formed 48 account teams.

During the two-day workshops, attendees were introduced to the tools and best-practices techniques used by the top one percent of sales professionals. Based on profiles of their key customers, each account team, using

*"Critical Path Strategies has helped our sales teams create winning strategies for our key accounts. In only a few months, our enterprise account teams have generated revenue in excess of 88 times the cost of the initial CPS engagement."*

- Director of Sales Training





a consistent process, assessed the true state of the customer relationship, built a matrix that identified all customer-focused opportunities—regardless of product line—and developed strategies and action plans to strengthen the customer relationship. This planning process enabled the account teams to chart a thoughtful, pre-determined course of action for their key accounts and laid the groundwork for proactive call plans.

[Enterprise account teams booked 25 percent more revenue using CPS methodology.](#) “Our enterprise account teams identified more than \$46 million in new opportunities at our key accounts using the CPS techniques,” says a program manager. “In a two-to-four month period, CPS had a direct impact on more than 25 percent of revenues, which were in excess of \$126 million.”

Using a Web-based survey, CPS polled the 48 enterprise account team leaders to gage their success since implementing the new sales methodology. Of the 43 respondents, 83 percent noted that CPS techniques had a significant impact on their ability to move toward a “desired future state” with their key customer relationships. Additionally, 81 percent said that the CPS planning process helped them create a solid strategy for developing high-value, customer-centric relationships with their customers.

For more information about this client, contact [CPS Client Services](#) at [clientservices@cpstrategy.com](mailto:clientservices@cpstrategy.com).

**ABOUT CPS.** Critical Path Strategies helps clients improve the effectiveness of their sales organization. Our portfolio of services addresses the strategic, organizational, and relationship issues that impact selling performance. Our powerful processes enable clients to transform their sales culture, enhance their competitive position, and accomplish strategic business initiatives. Our clients—emerging companies and members of the Fortune 500 alike—typically measure 100 to 500 times their CPS investment in revenue growth.

