



Leading Medical Equipment & Devices Provider

CASE STUDY

“We challenged West Business Services to support our complex sales processes in several businesses with different objectives including service support, capital equipment sales support, lead generation and product fulfillment. In each case they rose to the challenge and produced positive results. We look forward to a long and lasting relationship with West Business Services and to a continued positive return on our investment.”

— *National Accounts Director*
Leading Medical Equipment & Devices Provider

OBJECTIVE: Increase Market Share and Improve Sales

A leading provider of medical equipment and devices was searching for a way to increase market share and generate more revenue at a faster pace. The company was preparing to launch several new products and realized that they were facing stronger competition in the industry and did not have the necessary resources to keep up with the growing marketplace.

Initially, the company evaluated their internal sales team and determined that they were overlooking many sales opportunities and their field representatives were taking on additional responsibilities due to overwhelming demand for the company's products.

The company needed a business-to-business solution that could reach more customers, improve speed-to-market and be implemented within three months. They chose West Business Services to provide an outsourced sales solution based on their experience and expertise in the Healthcare industry.



THE WEST BUSINESS SERVICES SOLUTION:

Comprehensive Business-to-Business Sales Solution

In 2002, the program began handling sales responsibilities for a product in the company's medical equipment division. As the success of the program grew, the company expanded the sales program to include several more of the company's major product lines.

West Business Services' experienced businesses-to-business Healthcare team carefully analyzed the specific needs of each of the client's programs and based on the information gathered, a comprehensive solution was developed that involved integrated team selling, lead management and literature fulfillment. Also, the sales associates participated in extensive training on the company's products and worked closely with the company's field representatives to target the largest business opportunities and provide sole territory coverage where field coverage did not exist.

In addition, West Business Services generated and qualified leads for the company, conducted the initial steps of the sales process, provided post sales support and secured new warranty sales opportunities.

THE RESULTS :**Over 400% ROI and \$18 Million in New Business Annually**

In less than a year, the business-to-business sales solution dramatically increased sales, reduced overall costs and created greater field coverage by shifting responsibilities from the company's field representatives to West Business Services' trained sales associates.

Through West Business Services' integrated team selling approach, the company has realized a 400% return on investment and over \$18 million annually in new business. The solution was created and deployed within seven weeks by using a fast track implementation model, which was five weeks ahead of the client's goal.

Since the company has expanded into new markets, the program has grown dramatically with associates focusing on over 20,000 facilities across the United States. West Business Services' associates made nearly 250,000 proactive outbound calls per year and completed over 50% of those target calls. For a call to be counted as completed, sales associates must have spoken with the decision maker, made a product presentation and taken action by closing a sale or receiving a commitment to evaluate the product.

As a result, in those territories that utilize West Business Services' associates, sales are 28% higher with less than a one percent increase in costs over sales. In addition, the company's cost per resource was reduced by over \$70,000, which resulted in saving the company over \$1.5 million annually.

WEST BUSINESS SERVICES :**A Premier Provider of Business-to-Business Contact Solutions**

West Business Services is the nation's premier provider of outsourced business-to-business solutions that help companies derive greater value from their business relationships. Our unique approach combines extensive experience and superior operational methods with advanced technology to help companies dramatically increase sales, improve customer relationships and enhance product presence. As an affiliate of West Corporation, West Business Services is a financially strong partner that is focused on delivering results-driven solutions that help businesses grow.



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For more information about West Business Services, call:

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