

# Global Healthcare Company Increases Product Penetration by 67%, Conversion Rate by 11%



## WHAT WE DID

Inside Sales

Clinician Engagement  
+ Education



## INDUSTRY

Healthcare | Surgical  
Instruments



## RESULTS

11-Day Sales Cycle Reduction

11% Increase in Conversion Rate

67% Increase in Product Penetration  
per Account



## Sales-Prospect Disconnects Hinder Revenue Growth

### **CHALLENGES**

Unoptimized product demonstrations

Low product penetration

Lengthy sales cycles

### **[SITUATION]**

An existing surgical instruments client wanted to unlock the full revenue potential of their product portfolio and boost sales. They engaged MarketSource to improve the quality of interactions between sales associates and healthcare decision-makers, decrease sales cycles, increase conversion rates, and raise product penetration per account.



## Custom Sales In-servicing Platform Boosts Customer Engagement, Drives Revenue Growth

### [SOLUTION]

To enhance customer education and engagement during sales presentations, MarketSource implemented a platform that facilitates live, immersive product demonstrations. The custom, proprietary, all-in-one virtual sales and in-servicing platform featured multi-camera capabilities and built-in telephony, making product demonstrations easier for our reps to conduct and more effective for customers to grasp the products' real-world applications and benefits. That, combined with individualized coaching and ongoing training on the client's products, empowered our reps to convey the client's value proposition effectively and significantly improve product penetration.

### KEYS TO SUCCESS

Immersive product demonstrations

Proprietary virtual sales and in-servicing platform

# 11-Day

reduction in sales cycle and an 11% increase in conversion rates.

## Real-World Results

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11-Day Reduction in Sales Cycle



11% Increase in Conversion Rate



67% Increase in Product Penetration per Account

Our team accelerated time-to-close, reducing the client's sales cycle by 11 days and increasing their conversion rates by 11%. They also nearly doubled product penetration from three to five products per account.

MarketSource, an Allegis Group company, is a sales acceleration company focused on delivering better outcomes for many of the world's most iconic brands. We design and operationalize managed sales and customer experience solutions in B2B and B2C environments. Our solutions are purpose-built and tech-enabled to deliver measurable improvements in business outcomes.