



A Medical Supplies firm

Client Profile:

- One of the growing Rapid Diagnostic Test suppliers in Pennsylvania.
- The company offers a complete line of private-labelled Disposable Diagnostics as well as Diabetic Products, all approved by FDA.

Campaign Objective-

- A cold calling campaign focused on acquiring new accounts and to generate qualified leads for the in house sales managers to follow up and close on.
- 2nd phase of the project concentrated on calling existing customers, servicing them, taking orders proactively as well as introduce new products to them.

Target Market- Our focus was on Physicians, Veterenarians as well as Pharmacies, all over US.

Product- Pregnancy Kits, Strep Kits, Rapid Drug Testing, Rapid Alcohol Testing, Diabetic Test Strips and Meters

Project scale- Pilot with 5 callers – went up to 7 full time callers over 2 months for cold calling and 3 full time callers for existing customers, over a span of 5 months.

Challenges-

- Initially, to get all callers acquainted with the medical related terminology, types of medicines and tests in order to facilitate an intelligent dialogue with prospects. .
- Gain more information on the products and practice with all FAQ's.
- Create a process manual where products/ approaches were very dynamic and techniques were very experimental.



Outcome-

- Our callers became much more confident in their approach towards the customers and could close effectively.
- New callers' training time was shortened; all callers were able to handle the client's existing customers with ease.
- Sales conversations statistics grew by 3% in the first couple of months, to 8% within the 5th months.