



3 Keys to boost medtech sales leads

How a contact center can help

“The doctor is out.”

If you’re a professional marketer trying to sell in to hospitals and other healthcare prospects, you know how challenging it is to connect with decision-makers. They ignore emails, leave mail unopened (or reflexively frisbee it into the recycle bin), quickly scroll past digital ads and routinely send calls to voicemail where they’re unlikely to be returned.

That’s just the tip of the iceberg. Challenges for medtech marketers include:

- **Constant prospect churn** creates a perpetual need to update databases.
- **Long sales cycles** present their own challenges with contact continuity.
- **Cold calling** is a grinding, time-consuming task most salespeople abhor.
- **Qualifying and ranking leads** for follow-up is part art, part science, and far from easy.

Keeping a healthcare sales pipeline flowing and high-powered salespeople productive requires a robust set of tools. And while digital tools have grabbed the spotlight in recent years, calling continues to prove valuable, with a highly competitive ROI.

At Volkart May, we routinely return **10:1 or greater ROI** for clients, even on their very first outbound calling campaign.

Are you asking the right questions?

As a leader in medtech lead generation for nearly 30 years, we know how important it is to ask the right questions to qualify and rank leads.

Some of the questions we've asked recently:

- How many medical records do you process every week?
- What is your biggest challenge with engaging patients?
- How do you handle your medical receivables?
- How old is your current equipment?
- What is your timeframe and budget for purchase?
- How many licensed beds in the hospital?
- Do you currently have a patient-focused mobile communication strategy?
- What are your pharmacy's in-house hours of operation?
- What disease states can be studied using your systems?
- What type of oncology testing do you offer?
- How are you tracking downstream ROI from your patient engagement efforts?

Our well-trained callers know how to navigate through healthcare gatekeepers and engage decision-makers. They're friendly. They're professional. They get answers that get results

Data shows salespeople routinely give up after **3** call attempts, when **6** or more are usually needed to convert and qualify a lead.

Source: Insidesales.com

Qualify and rank leads

Healthcare leads come in from many directions including your website, trade conferences, email and a host of other channels. But, all these leads are not created equal. Separating valuable leads from the wasting-your-time variety quickly and efficiently is key to managing your time and coordinating effective follow-up.

As the lifeblood of any healthcare sales pipeline, leads must be scored, ranked and acted upon (or not) quickly.

Your goals:

- Deliver **hot, qualified leads** to your top salespeople, ideally with appointments pre-scheduled on their calendars.
- Send targeted information to **warm leads**, and nurture them with periodic follow-up calls.
- Move **cold leads** to the back of your desk—but don’t forget them.

Those “C” and “D” ranked leads may yet deliver results. A wealth of tools are available to track and monitor leads for future action. But, while software packages may provide part of the solution, a human-powered contact center adds dimension and context to lead generation that digital tools don’t.

Generating and qualifying leads means connecting with decision-makers.

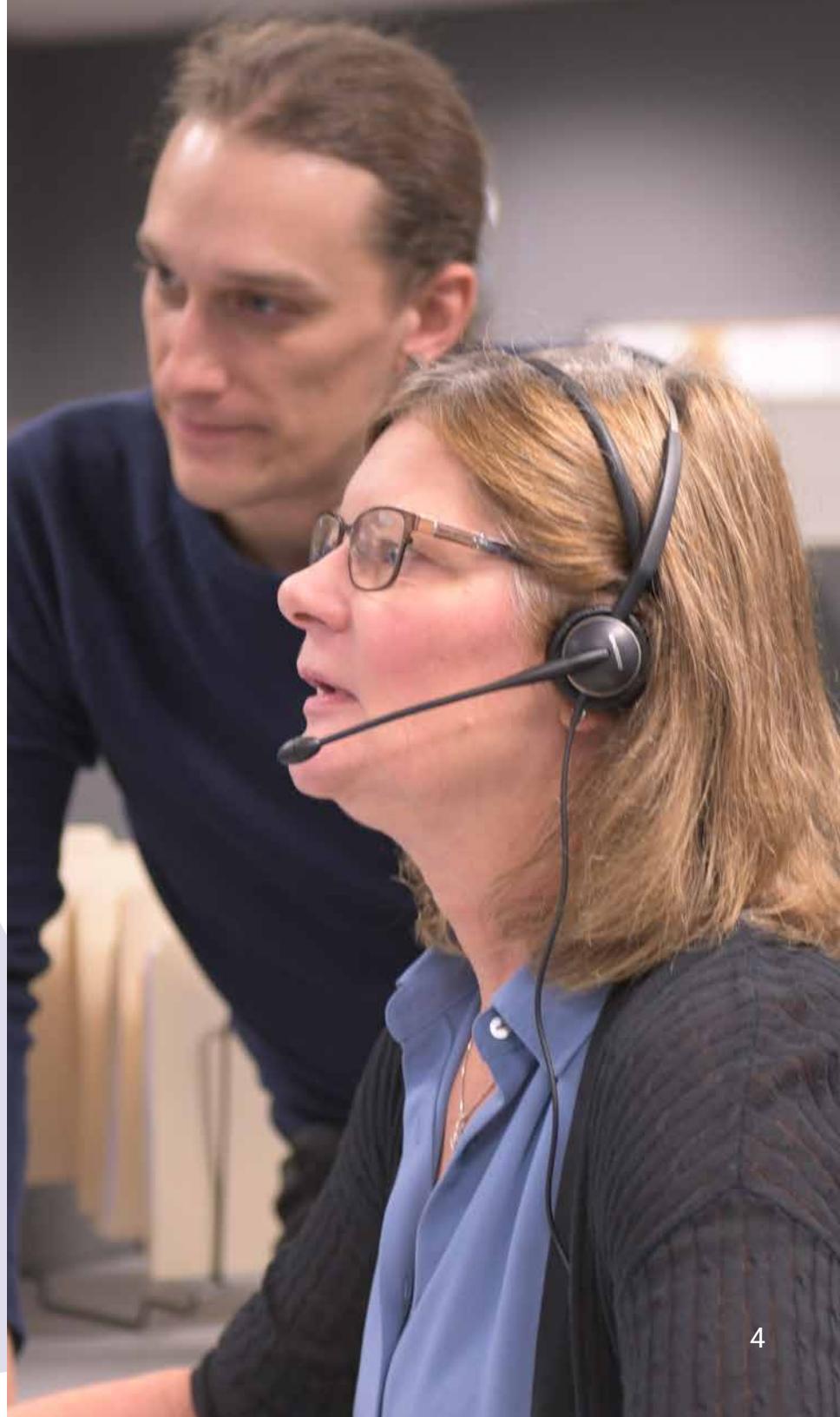
Digital tools can't match well-trained conversationalists who speak healthcare fluently.

Add a contact center

What was the last banner ad you clicked?

As people route around digital ads, human conversations are proving highly effective in connecting with sales prospects, particularly in healthcare.

A professional, engaging voice and a skilled, listening ear are delivering what 1s and 0s cannot, especially with busy healthcare staff.



What a contact center does well



GENERATE LEADS

We cold call and deliver qualified leads so your sellers can sell.

- Build a comprehensive, accurate prospect list
- Contact prospects in a targeted database
- Identify near-term projects and pipeline opportunities
- Nurture cold leads with periodic calls



IDENTIFY INSIGHTS

Understand your customers, optimize your pitch, maximize your sales.

- Calling & lead transfer
VOLKART & CLIENT
3 week collaborative engagement & process
- Profile prospects to understand their needs
 - Know what prospects think about your company and competitors
 - Quickly test and adapt your value proposition
 - Customize messaging for market segment targets



QUALIFY INQUIRIES

Sorting and prioritizing mountains of leads is our calling.



GROW RELATIONSHIPS

There's nothing more valuable than a customer who feels valued.

- Follow up with customers regularly to improve retention or product usage
- Walk customers through online registrations
- Accept live transfers from our team to yours
- Announce new products or services



SET APPOINTMENTS

Before you can make a sale, you need an appointment.

- Maximize the use of every sales rep's time
- Help establish new reps
- Create a steady stream of new opportunities
- Book appointments directly on your reps' calendars

Protect your brand

In a time when competitors can quickly and easily copy product and service features, building and protecting a strong brand is critical to success.

What is a brand? Everyone seems to have their own answer. Essentially, a brand is a promise a company makes to its customers. Its relevance and consistency determine its strength. So it's no wonder marketers may hesitate before loaning the voice of their brand to a third party.

We're honored by our clients' willingness to entrust us with their brands. It's a trust we work hard to earn every day by:

- Hiring, training and fostering the most professional callers.
- Immersing each team in client brand materials including brand voice, brand mission and brand values.
- Working closely with clients to develop call scripts that accurately represent their brand, their value proposition and what they seek to learn.

We believe a contact center caller should be virtually indistinguishable from an inside sales team member. Lead handoff should be seamless. And qualified lead appointments should be waiting on salespeople's calendars. When we help our clients grow qualified leads, we help them grow sales.

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When internal sales teams need a hand, give them many

CHALLENGE:

Cold calls getting the cold shoulder

Medicom Health Interactive, a medical technology leader, faced a long sales cycle for its health risk assessment platform—an innovative solution unlike any on the market. As they prepared to launch their new medications savings product, they saw an opportunity to leverage their expansive footprint and grow sales in the healthcare market. The problem? They lacked an inside sales team dedicated to prospecting with hospitals through cold calling. And, they knew their healthcare decision-maker target customers are notoriously difficult to reach. Their senior sales reps' time was better spent closing than cold calling.

"We had aggressive sales and revenue goals," explained Josh Fieldman, Vice President of Sales at Medicom. "Speed to market was essential. With Volkart May on the phones, we could get the word out fast."

"The results to date have been outstanding. We're on track to achieve 30:1 ROI."

– Josh Fieldman,
VP of Sales, Medicom Health Interactive

TARGET AUDIENCE
Hospitals and healthcare systems

DECISION-MAKERS
Pharmacy Directors
Vice Presidents of Pharmacy Services
Chief Pharmacy Officers

**SOLUTION:**

Find new leads to crank up the sales cycle

With our experience in healthcare and dedicated focus on calling, we produced results quickly. Within 90 days, we filled the sales pipeline with appointments and helped nurture cool leads, reaching 23 percent of targeted decision-makers at hospitals and healthcare systems. Perhaps most importantly, we delivered valuable marketing insights (and digital recordings of every call) that helped hone sales messaging for better results. We prompted interest by asking questions like, "What are you doing today to help patients afford medications?" We got more than answers. We got appointments.

"Partnering with Volkart May let our sales team focus on qualified opportunities, rather than time-consuming cold calling," Fieldman said.

RESULTS:

Sales pipeline flowing strong

We achieved a \$483 cost per lead for a solution worth hundreds of thousands of dollars. Seven in 10 appointments advanced in the sales process. We updated nearly half (47%) of the target list with accurate contact information to help keep the flow moving. The campaign produced an overall ROI of 30:1. Most importantly, the company overcame their reservations to outsourced prospecting and remain a valued customer.

"The results to date have been outstanding. We're on track to achieve 30:1 ROI on our investment with Volkart May. We're already evaluating the next campaign together," said Fieldman.

30:1

Campaign ROI

70%

Leads that advanced
in the sales process

\$483

Cost per lead for a
six-figure product

Start generating leads

Is a contact center right for you?

Do you have:

- Ambitious sales goals
- Unreturned inquiries from your website, events or past campaigns
- Salespeople that hate cold-calling
- Hard-to-reach healthcare prospects
- Uninspiring results from email or other campaigns

A professional call campaign can solve these challenges.



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Volkart May is a woman-owned, people-focused contact center that specializes in helping companies connect with conversation. From generating leads to driving sales to uncovering breakthrough insights, we believe there's still nothing more powerful, engaging and valuable than one-to-one human conversation.