

Partners, Channels and Sales Teams

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**Nuts and Bolts of Medical
Device Commercialization,
Marketing and Investment**

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What We'll Cover Today

- Ideal customer
- Direct sales
- Indirect sales (partnerships, channels)
- Structure
- The sales conversation
- Financial considerations
- Q&A



Ideal Customer

- Be very specific
- Brings clarity and focus
 - Messaging
 - Resources
- Where to go and what to say



Direct Sales

- Better control
- Customer centric
- More nimble
- Slower penetration into the market
- Focused efforts



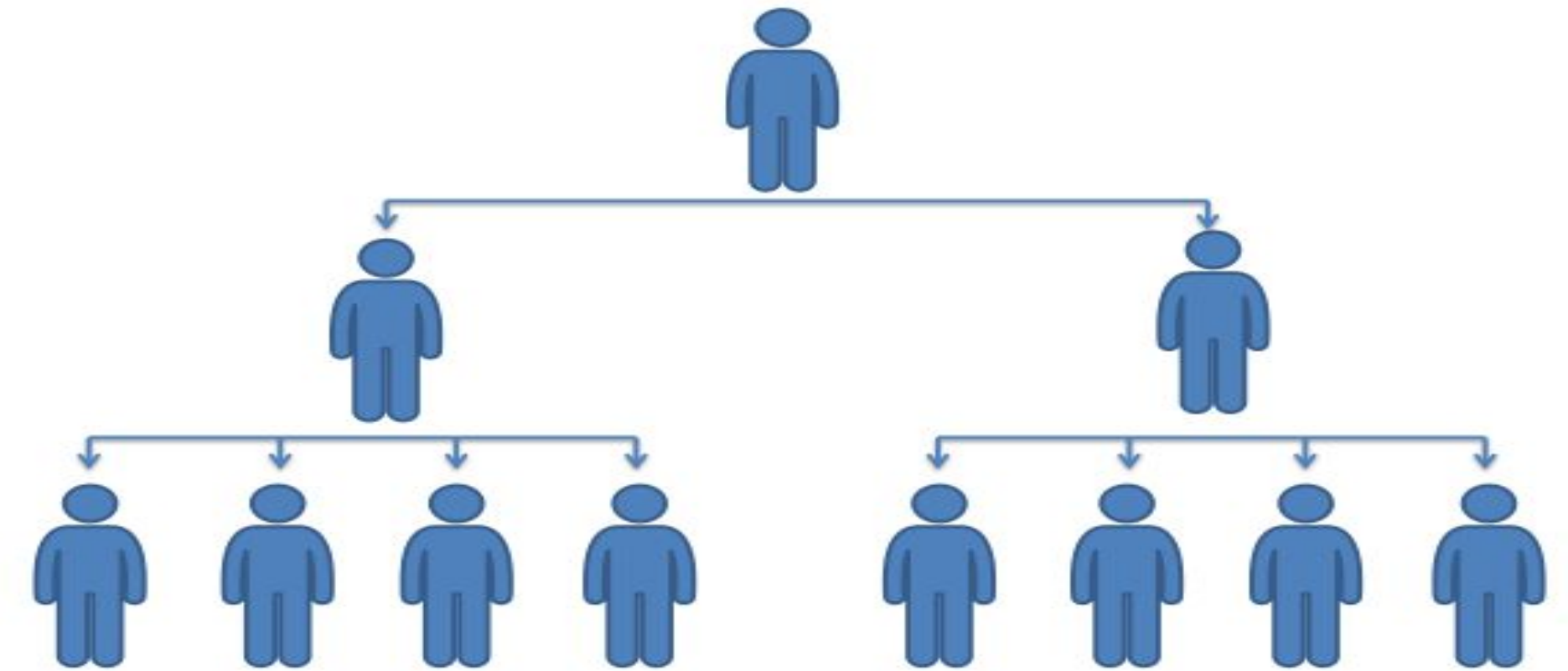
Indirect Sales

- Less control
- More complex
- Requires you to dedicate resources to support
- Manage and drive mindshare
- Able to leverage existing partnership relationships



Commercial Structure

- Hunters and/or gathers
- Field service, application and tech support
- Call centers and inside sales
- First line manager is the most important position
- Align Accountability



The Sales Conversation

- Be distinct and differentiated in the experience you create
- Know your customer
- Your changing the paradigm on the way testing is done
- Buying Influences/buying process
- **Lead** to your Solution not **With**



Financial Considerations

- Variable compensation
- Metrics
- After sales costs
- CRM



Closing Comments

- Keep things simple
- Execution is where the risk is
- Plans don't always work but planning does
- Measure only what matters



Questions?

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Appendix