



SITUATION:

A medical device company wanted to accelerate demand for a new product line.

CHALLENGE:

New product was designed for hospital catheter and IR labs. However, management had concerns about how to effectively price and sell this new product in the market.

SOLUTION:

Using Proto-Marketing expertise, the Northpoint team conducted 44 in-depth interviews in webinar format that simulated a 12-month sales process in 45 minutes. Tools used: PowerPoint, WebEx, custom-fit ROI, discussion guide, online survey, and Van Westen Dorp pricing model.

RESULTS:

Research determined that the assumptions about ROI to the customer were too low. Repositioned the product at a significantly higher price. Added 7.5 points of gross profit based on the simulated sales call findings.

SUCCESS STORY

Industry:

Medical Device

Practice Areas:

- Market Entry & Market Research
- Sales Operations
- Market & Channel Strategy

ABOUT

Northpoint Business Advisors

Since 1995, Northpoint has been successfully helping companies of all sizes accelerate revenue growth. More than 200 companies have discovered the value of engaging Northpoint to take a comprehensive look at their existing business models and strategies. And we think you should as well.

Northpoint offers a full range of services that will help your organization drive growth:

- Strategic Planning
- Market & Channel Strategy
- Market Entry & Market Research
- Sales Enablement
- Sales Operations
- Innovation Acceleration



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