



Case Study

Infraredx transforming its sales team by using Showpad



Infraredx is a cardiovascular imaging company pioneering the personalized diagnosis of coronary artery disease. Infraredx sales reps deal with a very complex medical device sale, a sales process demanding the support of hard facts and scientific use cases. The company's success relies on the accessibility of mass amounts of up-to-date content and succinct sales meetings.

About

- www.infraredx.com
- Medical Devices
- Cardiovascular Imaging

COMPLEXITY VS. TIME

Due to the fast-paced and demanding nature of the medical industry, physicians' schedules are very busy, giving the reps very limited time to meet with them. Senior Product Marketing Manager at Infraredx, Matthew Penzone, explains, "On average, medical device sales reps only have about five minutes to meet with physicians. The physicians have no time to formally meet, so if our sales reps aren't prepared to pitch our solution to the physicians on the fly, there is no opportunity to sell." Often, these golden time slots were spent booting up computers or locating which pamphlet out of the hundreds to use. Infraredx sales reps were frequently losing sales opportunities due to a lack of time and organization.

Goals

- Provide the sales team with up-to-date content in real time
- Provide sales reps with all relevant content for their short sales meetings
- Provide sales reps with meaningful insight to follow up with prospects post-meeting.

In addition, as a player in such a complex and ever-changing industry, it's essential for the company's success that sales reps have access to the most up-to-date content. Lacking access to the most current content could be detrimental to the company's adherence to regulatory requirements. It became clear to the Infraredx team that a solution for organized, easily accessible and up-to-date content was needed... and quick!

Approach

- Mobile driven sales enablement solution to provide sales reps with everything they need to sell smarter and close more deals faster.

SHOWPAD: THE PERFECT SOLUTION

Infraredx found Showpad to be the perfect fit. Showpad enabled the marketing team at Infraredx to perform two pertinent tasks:

Results

- Marketing can provide sales reps with up-to-date content in real time
- Sales reps are prepared to present relevant content within minutes
- Sales reps can capture important information during the short sales meeting
- Sales reps can track prospects' interaction and follow up accordingly

“ *medical device sales reps only have a few minutes to meet with physicians* ”

| Matthew Penzone -Senior Product Marketing Manager at Infraredx

SHOWPAD: THE PERFECT SOLUTION (CONT.)

- 1) Distribute up-to-date content to sales reps in real time.
- 2) Group content into specific folders, simplifying the sales rep's job in locating important information in a timely manner.

With Showpad, sales reps no longer struggle to locate specific files beforehand and aren't required to bring any additional collateral to their sales meeting. With Showpad, they are confident that all important collateral lies within the platform. With the marketing content in one centralized place, they are now able to pitch their product and its value in five minutes or less. Matthew Penzone further explained the benefits of easily accessible content, "As for closing deals, sales reps can now quickly access information in their sales meetings which is extremely helpful to use for rebuttal in competitive sales situations."

Organization

Infraredx

Date founded

1998

Location

Burlington, MA, United States

Industry

Medical Devices

Size

51-200

TIME IS MONEY

By equipping sales reps with an organized platform that enables them to quickly locate up-to-date content, Infraredx succeeded in shortening their time spent preparing for meetings. This allowed for conversation flow and greater success in closing deals. With Showpad, the sales reps are shown as the experts in their industry knowing where to access information and answer the customer's questions quickly.

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Matthew Penzone -Senior Product Marketing Manager at Infraredx