

A GUIDE TO

# Marketing Medical Anything

Presented By

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# INTRODUCTION

Welcome!

You downloaded this guide because you understand how challenging it is to sell medical anything into organizations of all sizes. The truth is, there are a lot of barriers in your way. The good news is that there are strategies to overcome these barriers. And, if executed well, these strategies and tactics can position you as an integrated strategic partner to your clients versus a mere transaction.

This presentation will highlight some of the cold hard truths about the journey ahead and will provide you with some innovative solutions to overcome them. And, as always, if you need help executing any of your initiatives, please contact us. We're here to help!

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# THE COLD HARD TRUTH

- Only the top three projects on any organization's list of initiatives stand a chance of getting funded any time soon.
- If what you sell cannot be positioned as an essential part of one of these three initiatives, your chance for success is slim at best.
- Investments in relatively new product categories rarely, if ever, get funded out of existing budgets.
- The funding must come from anticipated savings, or better yet, new sources of revenue unleashed by solving a critical problem.

# CAN YOU OFFER A COMPELLING REASON TO BE ON THE LIST?



# DO YOU HAVE A COMPELLING STORY FOR THE DIFFERENT BUYER PROFILES YOU'LL ENCOUNTER?



**PHYSICIANS | HOSPITALS | BENEFIT  
ADMINISTRATORS | EMPLOYERS | CONSUMERS**

# Meet the 4 Barriers to Acceptance

## INTEGRATION

Your solution cannot deliver the benefits you promise until it is integrated with currently used systems and workflows. If left to the customer, this may be beyond the ability of internal resources (time, money, staff) to do it successfully.

## TRIALABILITY

Because of the first barrier (integration), it is difficult, if not impossible, to effectively try your solution before it is bought. Scaled-down demos or trial versions often can't show enough of a benefit to validate a purchase decision.



## TRANSCENDENCE

Your solution cuts across multiple organizational (functional and political) boundaries, and requires simultaneous buy-in from multiple influencers and approvers, each with a different receptivity to innovation.

## USER BEHAVIOR

Because of the innovative nature of your solution, users must change their behavior to attain the benefits the solution promises to deliver. Left on their own, they rarely will.

# MEET YOUR COMPETITION

A group of business professionals, including men and women in suits, are shown in a starting crouch on a carpeted floor, ready for a race. They are looking forward with determination. The image is overlaid with a semi-transparent white box containing text.

- All other proposed projects that meet the criteria for the “top three” initiatives.
- The skepticism created by the previous purchases that turned into costly disappointments.
- The threat of vendors from adjacent product categories who may claim to solve the same set of problems that your category addresses.
- Vendors in your own category.
- Resistance to change in the organization you are selling to.

# The Solution

# 1 BE PROVOCATIVE OR BE FORGOTTEN!

GET YOUR BUYER'S  
ATTENTION & INTEREST

## A Good Provocation:

- Reveals an **unrecognized problem**
- Suggests an **unanticipated solution**
- Proposes an **unseen opportunity**
- Defines an **unexpected relationship** between your organization's capabilities and the expansion or redefinition of the buyer's success.



# 2 INCLUDE A DIAGNOSTIC...

**TO HELP DECISION MAKERS  
DISCOVER FOR THEMSELVES  
THE REASONS TO BUY YOUR  
SOLUTION**

## Examples

- Create an R.O.I calculator or economic model where they can use their own metrics to discover an opportunity to create revenue, save money, reduce risk or improve efficiencies.
- Ask probing questions (Like SPIN) that uncover problems and opportunities for improvement.



# 3 DEVELOP WAR STORIES...

**TO ESTABLISH YOUR CREDIBILITY & BUILD TRUST**

## War Stories:

- Establish your credibility as a knowledgeable ally who understands the prospect's situation.
- Are presented in the language of the prospect's problem, not the language of your solution.
- Help you avoid being limited by customer stories that don't reflect currently available capabilities.



# 4 HELP OVERCOME BARRIERS...

**FOR BUYERS TO ADOPT YOUR SOLUTION & EXPERIENCE ONGOING SUCCESS**

## Help Your Prospects Overcome Barriers by:

- Proposing a pilot program (Trialability)
- Providing tailored, custom messages to everyone in the buying cycle to get buy-in across the organization. (Transcendence)
- Developing an easy, three step process that makes your solution easier to integrate (Integration)
- Nurturing your users to ensure integration and adoption is ongoing. Give them a voice with surveys, interviews, case study/poster development, user groups, etc. (User Behavior)



# Take Action

# 5 WHAT MARKETING MUST DO

- Define the provocation and how it should be delivered. Include the "What's In it for Me" for each buyer profile.
- Help develop war stories for sales teams
- Design and package the diagnostic.
- Create presentations/sales sheets to satisfy the differing interests of everyone involved in buying decision (top dog, worker bees, etc.)
- Develop an easy integration process (3 Easy Steps) to adopt your solution.
- Build awareness & re-emphasize your positioning through digital content, blogs, lead generation campaigns, websites, landing pages and more!



# 6 WHAT SALES MUST DO

- Bring a provocation to the meeting.
- Offer a diagnostic (ROI, Economic Model, SPIN) Did you strike a nerve? Uncover an opportunity?
- Discuss war stories instead of customer stories, especially when you are short of case studies
- Construct your proposals or integration models in three phases (and make sure that Phase 1 yields a measurable gain in less than 3 months).
- Close the sale and build the relationship



# 7 WHAT DIGITAL MARKETING MUST DO

**MAKE IT EASY FOR BUYERS TO FIND YOU AND CHOOSE YOU!**

## **Be Discoverable**

- Optimize your online presence with a solid SEO strategy
- Presume prospects are comparing you to other products & services, make it easy for them by controlling the narrative with your own comparison chart highlighting your features over others.
- Ensure you are feeding buyers the content they want, the way they want it. The customer journey is critical here. Sell them on the benefits of your products and solutions. Don't sell them features.



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Meghan O'Sullivan is the founder and president of Interimmarketing, a consultancy that provides interim marketing and commercialization services to companies in the healthcare, medical device and molecular diagnostic industries. The company provides comprehensive go-to-market strategies that build awareness, generate leads and support sales.

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