

Market analysis & sales representative effectiveness

(Medical equipment company)

Developed an opportunity score metric for practitioners to identify high value practitioners that can be targeted by the sales representatives and created a practitioner - facility - representative mapping to track the effectiveness of the sales representatives

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Market analysis and sales representative effectiveness

Situation

- Client had an opportunity to identify high-value practitioners that can be targeted by Sales Representatives based on market data and the practitioner's
 exposure to the client
- Partnered with the client to create a prioritized list of potential practitioners that can be targeted and helped them in tracking the effectiveness of the sales representatives which was difficult due to gaps in the data and a high turnover environment.

Accordion Value Add

- Developed an Opportunity score metric for each practitioner/facility by combining the overall volume of the patients being referred by the practitioner/facility and current share of the Client business to identify high value targets
- Build Tableau based dashboards of the prioritized list of Regions, Facilities and Practitioners by their Opportunity score for the Sales Representatives to target.
- Scrubbed data from client's CRM and billing tools and created a mapping of Practitioner Facility Representative to better track the efficiency of each Sales Representative and represented this on Tableau dashboards

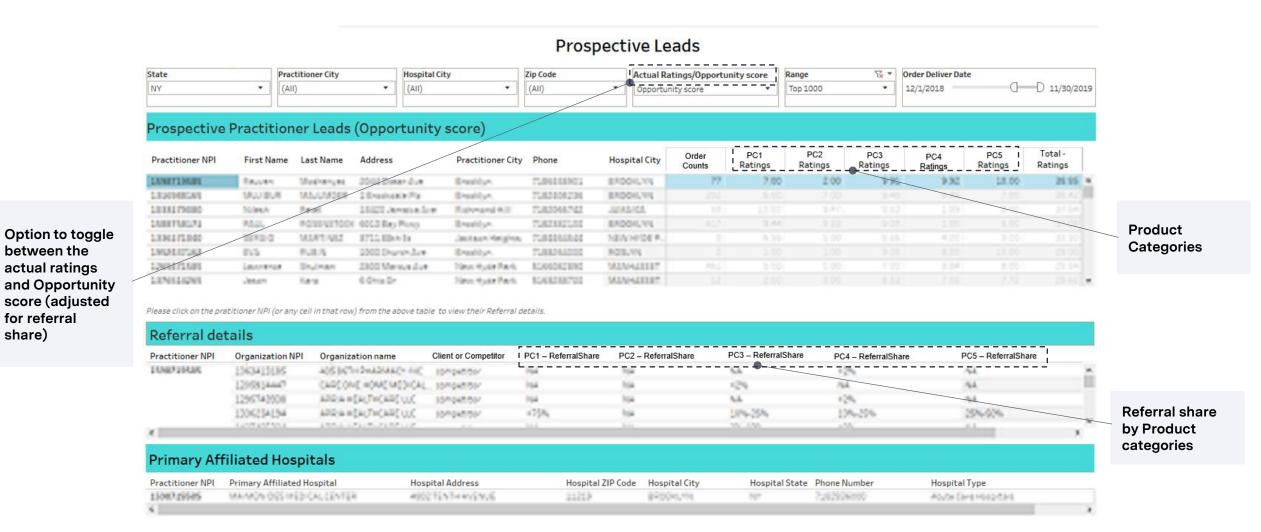
Impact

- Tableau based dashboards enabled the sales team to plan and prioritize their meetings with the high-value practitioners based on their opportunity score
- Our analyses and dashboards provided the sales team a clear visibility on Sales Representatives performance enabling them to better allocate appropriate commissions based on their contribution to sales

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Marketing analysis

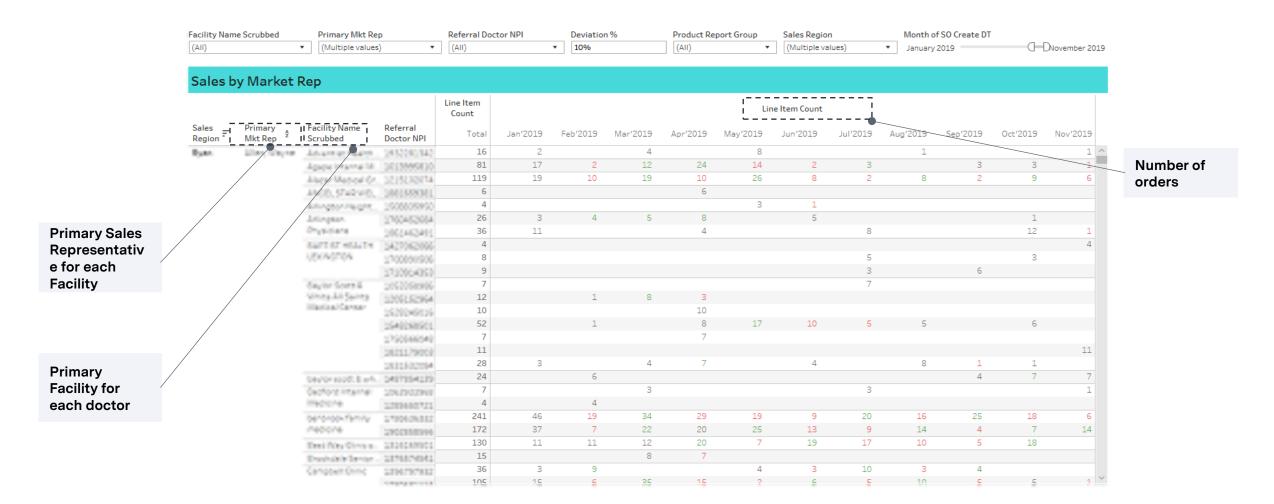
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Sales representative effectiveness



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