

PROVEN. STRATEGIC. RESULTS.

In lightning-fast markets, we accelerate growth ahead of the curve.

OUR SERVICES



Sales and Marketing Strategy

Create winning strategies that fire up the troops and boost your bottom line.



Consulting CEO Expertise

Accelerate your time to market with our established strategies and experienced team.



Sales/Management Training and Development

Fire up your team's performance from "satisfactory" to "super-star."



Growth-Funding Strategist

Guide and connect investors and entrepreneurs.



Needs Assessment

Drive demonstrable results on everything, from better needs analyses to customized training content.



Executive Coaching

Ignite your revenue growth with our proven experience and results.

OUR CLIENTS



To get started and learn how Catalyst Performance Advisors can help you, contact us:
www.catalystperformanceadvisors.com | info@catalystperformanceadvisors.com | 925.895.9022



SALES ACCELERATION

THE CLIENT

A major medical device firm

CHALLENGE

Evolving the sales force to accelerate growth

ENGAGED BY

Vice President of Sales and Vice President of Training

SERVICES OFFERED

Increased sales efficiency by creating an effective sales team

THE GOAL *Strategy Consultant* THE OUTCOME

Given the changing economic environment in medical device sales, the client sought to enhance the highly clinical capabilities of its sales force and create a core competency in economic selling skills of its sales organization.

THE SOLUTION

The client organization had historically experienced solid growth over the last several years based largely on a proprietary technology and a clinically oriented sales force. Over the last two years, both competition and an increasingly cost-sensitive hospital economic environment had created new challenges that required the sales organization to evolve so that both clinical and economic selling skills were finely honed to effectively accelerate revenue growth.

The client was aware of the need to build this skills set. It initiated a process to identify a firm capable of designing a sales training process that leveraged state-of-the-art selling skills training that was customized to be relevant and credible with the sales and marketing organization. Multiple well-known companies and a few boutique firms bid on the project. Ultimately, **Catalyst Performance Advisors** was selected based on extremely high-quality training content that was customizable by the project team and on Catalyst consultants who are extremely intimate with the current medical device environment. The **Catalyst Performance Advisors team** also trained the client's professional education staff to deliver the content at several regionally based training programs.

After a highly productive series of meetings with the client project team, the selling skills program was developed that included role play-based interactive training modules. A facilitation process was developed to complement the training goals. The client engaged our team for the initial programs for guidance and a train-the-trainers learning process. Following the initial rollout, the client's training staff delivered a series of programs that were met with high praise by both the senior executive staff and by the participants, who found the content to be engaging and relevant. Although revenue growth is impacted by multiple factors, we were pleased to see that after undergoing our training, the client's revenue growth in the most recent quarter outpaced the prior quarter's growth by 3 percent..

LOOKING FORWARD

The client is now working with us to complement its selling skills programs with mobile learning solutions and advanced management programs in 2015.