

Live Webinar: How Strategic Account Planning and Execution are Driving Better Sales Results for Leading Medical Device Companies

Participants will learn about four focus areas for a well-executed strategic account planning process that elevate customer relationships, demonstrate more customer value and deliver better sales results

Atlanta, GA – SOAR Performance Group (SOAR) and Prolifig are co-hosting a live, complimentary webinar titled “Four Focus Areas Helping Medical Device Companies Drive Better Sales Results” on Tuesday, September 26 from 1:00 PM to 1:45 PM Eastern US Time. The webinar will feature insights from Charlie Thackston, President, SOAR Performance Group and Bill Green, Chief Commercial Officer, Prolifig.

As hospitals and networks strive to deliver better value and patient outcomes, it’s crucial that medical device companies position themselves as partners (not just vendors). A well-executed strategic account planning process can elevate relationships with customers to drive better sales results.

Leading medical device companies are investing in strategic account planning to help transform their business in the rapidly evolving healthcare landscape. While much time and effort is spent in creating the plan, successfully aligning teams and executing the plan is challenging.

In the 45-minute live webinar, participants will learn more about:

- How changes such as centralized IDN decision making, shifts away from clinical preference, and focus on the triple aim are affecting the sales process
- The reality and impact of a manual, disconnected account planning process
- Four areas of focus to drive better results:
 - Collaborating to develop comprehensive understanding of accounts and key stakeholders
 - Leveraging perspectives from the entire team into a unified plan
 - Aligning the customer engagement, messaging and actions across the entire team
 - Integrating account planning and execution into the team’s process

For more information and to register for the webinar, visit <https://www.prolifig.com/webinar-four-focus-areas-helping-medical-device-companies-drive-sales>. The event will also be recorded and available for on-demand viewing after the event.

About SOAR Performance Group

SOAR Performance Group is a client-focused sales consulting and training company that concentrates on sales performance improvement. SOAR accelerates results for clients through the development and execution of new sales and go-to-market strategies. Clients achieve success through a unique process of insights, diagnostics, consulting and training centered on an understanding and connection to each client’s business. For more information: <http://SoarPerformanceGroup.com/>

About Prolifig

Prolifig has re-imagined commercial content management and sales enablement for many of the world's largest and most innovative medical technology and pharmaceutical companies. Founded in 2000, the company helps life sciences commercialize innovative therapies that drive better patient outcomes. For more information: <http://www.prolifig.com/>