



West Business Services' Healthcare Group is the leading provider of results-driven sales solutions to many of today's most recognized healthcare and pharmaceutical companies. These market leaders rely on our proven combination of people, processes and technology to create customized solutions that extend their reach, increase market share and improve customer relations.

West Business Services Healthcare Group

Sales Challenge Metrics

Every healthcare company faces similar challenges to maximizing their sales efforts; not enough sales representatives, too little time spent with accounts, skyrocketing costs. When you combine these inherent sales challenges with the complex nature of the products and services within the healthcare industry, you have a recipe for disappointing sales and missed goals. At West Business Services, our solutions help companies overcome these challenges by providing them with the power to drive greater revenue and increase market penetration. Ask yourself the following questions:

Gaps in Coverage

Are you capitalizing on the revenue opportunities that exist in markets, verticals or segments where your field sales are not focused?

Face-to-Face Selling Time

Would you like to increase the amount of face-to-face selling time your field sales organization has with accounts?

Speed to Market

Are you challenged by how quickly your field sales organization can expose your accounts to new products or services?

Cost of Sales

Have you explored every avenue for achieving your revenue objectives at a lower cost of sales?



Customized Sales Solutions

At West Business Services, our proven healthcare sales solutions give companies the power to win new accounts, identify new opportunities for growth and increase sales from underperforming clients. Every program is assigned a dedicated team of experienced inside sales, marketing and support professionals, whose only focus is your line of products and services. Every member of your team undergoes extensive medical, health and compliance training to ensure that all HIPAA and FDA requirements are met.



Sole Territory Coverage

Our healthcare sales professionals target gaps in coverage allowing you to acquire new accounts and enhance product presence.

Lead Management

We can increase the number of qualified accounts, secure appointments and effectively follow up on leads to ensure conversion into sales.

Account Management

Our team provides existing accounts with ongoing total sales coverage while delivering profitable and sustained growth.

Team Selling

We help improve sales coverage through deeper penetration of existing accounts, identifying new prospects and uncovering new markets.

Our Healthcare Group is led by a team of executives that has extensive experience in the healthcare industry. Over the years we have utilized this experience to develop a portfolio of proven, results-driven processes that help companies increase sales, capture greater market share and quickly identify new growth opportunities.

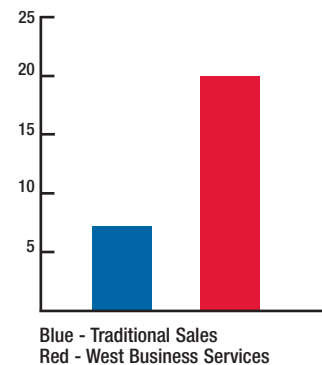
Our dedicated sales personnel are the heart of our clients' success and the strength of our customized sales programs. Below are some examples of the results West Business Services has achieved for other companies.

Speed To Market

At West Business Services, we provide companies with a focused group of dedicated representatives who can reach targeted accounts at a speed that is unmatched in the industry and with a greater frequency than with a traditional sales force. This allows us to not only retain more of a company's valuable accounts, but also increase sales. The graph at right shows how we were able to drive more sales for a major pharmaceuticals & diagnostics provider.

- Formalized call coverage plans
- Maximize reach, frequency and speed
- Quantity + Quality = Results
- Reduce sales cycle
- Time sensitive market intelligence

Successful Sales Calls

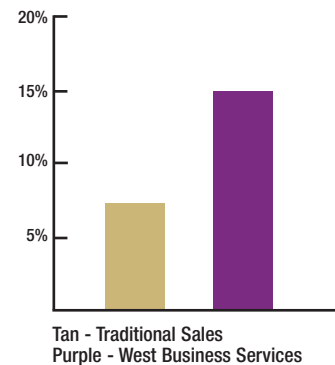


Gaps In Coverage

For many companies, having complete coverage for all sales territories is a luxury that is seldom experienced. We provide companies with comprehensive solutions that eliminate gaps in coverage to ensure that they never miss a sales opportunity. Every solution is staffed with experienced sales professionals who are skilled at increasing close ratios, producing more revenue per order and ultimately growing your market share. The graph at right shows how we were able to increase market share for the world's largest biotech company.

- Account/market segmentation and prioritization
- Pre-call analysis
- Web presentations
- Sales call documentation
- Post call analysis
- Sales conversion

Market Share



Increased Selling Time

One of the largest challenges facing today's sales organizations is how to increase the amount of time sales people spend selling. From highly effective lead generation and qualification programs to lead management and integrated team selling, our customized sales solutions increase the amount of face-to-face selling time. At right, is an example of the amount of time an average field sales rep spends actually selling.

- Team selling
- Prospecting
- Sole territory coverage
- Post sales support
- New revenue opportunities

Time Spent by Sales Activity

