



## HOW DO WE MAINTAIN AND IMPROVE THE MOMENTUM?

Ensuring proper focus on and attention for a new product line with the European local sales organisations is key to commercial success. The European sales and distribution network almost invariably requires attention from knowledgeable and available sales management. Many Medical Device companies are helped with MSE's services of Sales & Marketing Management. These companies do not avail of the required human resources and hire MSE on an interim basis. We know how to find and manage partners that are willing to invest their time and resources when taking on your new product line.

For resellers to be successful with new products they have to remain convinced the manufacturer will continue to support them. Support them with technical back-up, with a proper channel marketing plan (and execution) and with guidance and feedback. When MSE and its client enter into a cooperation on the sales & marketing management, MSE 'joins' the manufacturer's Sales & Marketing organisation; MSE forms the 'European division' of the manufacturer. The medical device distributor or reseller knows and feels this.

At regular intervals the professional MSE-team members will visit and contact the local distributor(s) to:

- have quarterly marketing reviews,
- support when troubleshooting is required,
- monitor the performance of each distributor,
- report progress and forecasting to the client,
- train new sales staff at the distributor,
- do what is necessary to effectively support both the client and the distributor/reseller.

### What costs are involved?

For this type of cooperation and service MSE customarily is rewarded primarily on a success fee basis. This service is generally agreed upon for period of six months or longer and the results can usually be properly measured.

At the same time MSE advises to enter into a cooperation that can be changed in any way or form by the client to suite the market needs. So the manufacturer is unbound and can operate freely. Only when the cooperation delivers value will it continue.

MSE is committed and involved to create a success for and with its client.

An example of this professional service can be found under **REFERENCES, REFERENCE CASES.** (see Inogen Inc.)