

Boston Scientific

“People are using and practicing the PSS skills.

The most satisfying result is watching sales and marketing employees from India, Brazil, Australia, China and Canada developing their own skills and creating long-term customer partnerships based on a common process through PSS.”

Alexander Zinke
Director of Strategy and Market
Development, Boston Scientific

AchieveGlobal UK
Spencer House
23 Sheen Road
Richmond
Surrey, TW9 1BN

☎ 020 8322 4000
www.achieveglobal.co.uk

Background

Boston Scientific is the worldwide leader in the development, manufacturing and marketing of medical devices that advance the practice of less invasive medicine. The organisation embarked on a plan to develop a direct presence in widely dispersed, critical new markets.

Strategy

In an industry known for innovation and rapid technological change, the immediate challenge was to hire and train an international sales and marketing team made up of people from widely diverse ethnic and corporate cultures. Two years into the process, the Emerging Markets management team realised that it needed to do much more than product training to ensure a consistent approach to developing customers. What it needed was a common sales process that could be translated around the world.

Implementation

Professional Selling Skills and Professional Sales Coaching programmes were adapted to meet several specific needs:

- A selling strategy based on meeting customers’ needs rather than product “feature dumping”
- Shared product knowledge, focusing on key products
- People retention rate running at 86% annualised
- An integrated sales and marketing approach to serving customers’ needs and developing long-term customer partnerships.

The implementation covered Canada, Asia Pacific, Latin America, Middle East and Africa regions and was trained in 5 languages (English, Spanish, Portuguese, Korean and Mandarin)

Results

- In two years, the company hired nearly 200 sales and marketing employees in 20 countries on six continents to expand its market share and increase the size of the market for its products.
- Continued rapid sales growth averaging about 30 percent per year.
- Salespeople have become solutions providers, problem solvers and partners. A common sales language has been created within a consistent coaching environment.