Bigtincan™

The highlights

At Medforce Connect 2021 commercial excellence and marketing leaders from Europe's top medtech companies meet to exchange ideas and get input for commercial and marketing priorities. Here's what the MedTech leaders/community said that caught our attention this year.

You can't go from Amazon and Netflix experiences at home to a 20th century experience at work

On the need to meet new customer expectations in interactions with healthcare stakeholders

A remote-only model has proven not to give the needed prescriptions

On arguing for a model that embraces both F2F and digital engagement

Rep productivity can be increased 2-3 times with remote selling
Boston Consulting Group

You have to place different bets

On the need to pilot different things and build a fail-fast culture

Do I have more revenue than before?

On how to measure effect of omni-channel efforts (it wasn't the only KPI she mentioned)

We co-create it with the customer

Bill Chambers
Becton Dickinson
On how inside sales teams can help generate sales

Reps spend too much time not selling

On how technology and automation can reduce time spent on manual data entries and searching for content

It's how we get there together

On the big potential in millennials encouraging everyone to help them thrive to get most value from their work

You are special but not unique

On the need for standardization AND customization to meet customer demands while being able to deliver

Put Marketing in pole position

On how to succeed with a customer centric, data-driven approach

You need to have Sales and Marketing believe in it

On cross-functional collaboration on key accounts

Digital was really helpful for patient engagement

On how digital helped patients consult doctors during COVID while being afraid to go to the hospital

37% of time is spent on revenue generation activities
InsideSales.com

We've invested more than ever in AR

On the need to embrace new technologies to improve customer support

There's nothing worse than amateurish gamification

On the importance of doing training and learning programs in a clever, user-centric way

Hybrid will be a scale

On the need for an adaptable approach to how reps mix remote and face-to-face engagement

We don't own a client

On looking at customer-centricity through the right lense

I need those pioneers

On the opportunity with using early adopters to build best-practices when rolling out new training and sales enablement programs

If you get crap in the beginning, you get crap in the end

On enabling data-driven customer engagement

What kind of product features come next?

On the value of partnering and collaborating with university hospitals

Marketers need to work harder on the product story

Ravinder Dang
Baxter
As some products become commoditized, value-adding support and the right story are key

We need to educate them that digital goes beyond webinars and Zoom calls

On education sales teams on digitalization and how it enables a more connected customer experience

9,2 months before a new hire achieves full productivity
CSO Insights

They need to be as valuable as physical reps - without the car

On virtual and hybrid rep skills requirements

Disclaimer: This infographic is intended to provide food for thought. The quotes that we've picked up, derive from live virtual sessions and are part of a broader context - so reservations for any minor misinterpretations. We'd normally assign the quotes and credit the person that said it. However, Medforce Connect is a private event and held under Chatham House Rules.

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