



How Medtech's SFE Investments Stack Up

Our study analyzed the impact of SFE initiatives in 22 industries including medtech, pharma and more. The study encompasses 800+ data points such as SFE literature, a survey of the Sales Management Association's membership, and ZS case studies.



Explorer findings in medtech

SFE investments in medtech lead to increases of 2% to 8% in revenue and profit, in line with cross-industry results. Medtech respondents plan to increase investment in SFE as a percent of overall budget from 11% to 13%.

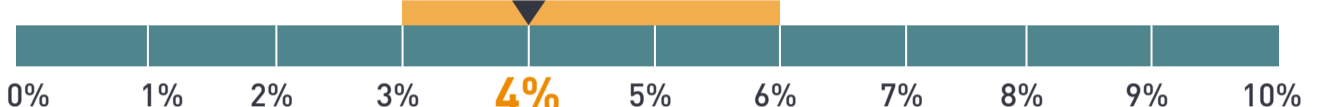


Business Impact

Average increase in revenue



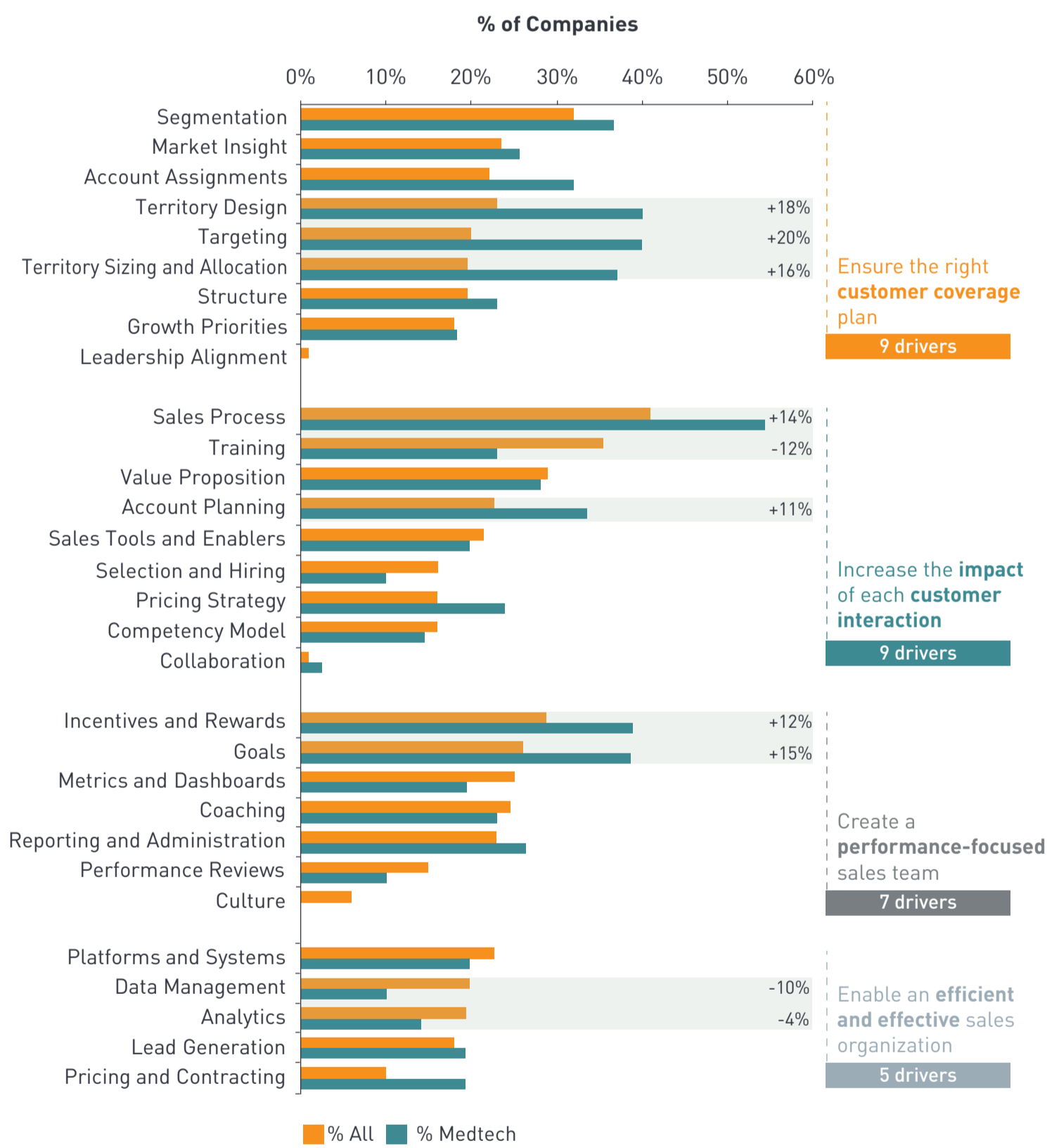
Average increase in profitability



Boosting Sales Force Effectiveness

DIFFERENCES IN MEDTECH SFE INVESTMENT COMPARED WITH OTHER INDUSTRIES

% of Companies Investing in Drivers: All Industries vs. Medtech



A call for companies to venture forth

In a business environment that becomes more competitive each day, SFE is critical to a medtech company's ability to meet organic growth targets.



SFE should be treated with the same rigor as other major disciplines.



Medtech leads other industries in SFE investments in areas such as territory design, targeting, sales processes and account planning, but is less likely to invest in training, data management and analytics.



Our findings show that SFE investments can have direct impacts on revenue and profitability, often making such investments self-funding.

Source

2015 ZS Sales Force Effectiveness Explorer Study