

## ADVANCED TISSUE

Advanced Tissue was a national leader in wound care supplies located in Little Rock, Arkansas. The company specialized in the production of patient-specific wound care packages, shipping more than 200,000 each month to residential clients and healthcare providers throughout the United States.

## CLIENT REQUIREMENTS

Advanced Tissue needed trained sales professionals to perform outreach to healthcare clinics across the United States via CRM software and phone calls.

## SALES FOCUS INC. SOLUTIONS

Sales Focus Inc. (SFI) recruited, trained, and managed six outside sales teams across Maryland, Virginia, New York, New Jersey, Ohio, Pennsylvania, the broader Northeast region, and Southern California. SFI implemented a results-driven sales process for Advanced Tissue, including structured reporting to track performance and outcomes.

## RESULTS

The six sales teams SFI developed for Advanced Tissue exceeded quota by 17% across the board, demonstrating the effectiveness of SFI's structured recruitment, training, and management process. The teams achieved consistent performance across diverse regions. SFI also enabled better pipeline management, accountability, and forecasting, ultimately driving measurable revenue growth and stronger market penetration.



**117%**

to Quota