



SALES FOCUS

INTELLIGENT SALES OUTSOURCING

MEDICAL EQUIPMENT MANUFACTURER

The Client was founded in 2002 to commercialize a Diaphragm Pacing System (DPS), developed over 20 years in collaboration with two universities. The Client is dedicated to the research, development, and commercialization of life-altering neurostimulation products.

CLIENT REQUIREMENTS

The Client needed to increase sales in Texas and California. The Client believed having dedicated sales agents in these territories would increase sales at a higher rate.

SALES FOCUS INC. SOLUTIONS

Sales Focus Inc. (SFI) recruited, trained, and managed two field sales agents, one in California and one in Texas. SFI implemented a complete results-driven sales process for the Client, including a CRM system, structured reporting, commission structures, and field equipment.

RESULTS

The two sales agents SFI managed for the Client hit quota, each closing one deal per month for a total of 24 over the course of the one-year contract. The agents generated more than \$800,000 in revenue for the Client. Sales Focus provided the Client with an end-to-end sales operation, enabling better pipeline management, accountability, and forecasting. This ultimately drove measurable revenue growth and stronger market penetration.



100%
to Quota



\$800K+
Revenue Generated