

Hospital Key Decision Makers Mapping

THE CHALLENGE

Our client, a global medical device provider, faced low market growth and fierce competition in one of its key markets. The only way to continue growing the local business was by more effective sales among non-customers.

OUR SOLUTION

GemSeek executed primary research with key decision makers in leading hospitals, which were solely equipped with medical devices from key competitors. We clearly outlined the key stakeholders and the decision-making process per step. We identified purchase triggers, channels, criteria and unmet needs.

THE RESULTS

We delivered a fully detailed report mapping the decision-making process, needs and benchmarks. GemSeek and the client organized a "How to win the market?" workshop for the Sales Team. As a result, the client managed to win several large tenders in some of the hospitals, which until that point were considered "competitor's stronghold".

