



JUNE MEDICAL

SALES MANAGEMENT COACHING

The Challenge

JUNE MEDICAL is the first and only company in the UK with single focus on women's health, in surgical Gynaecology and Urology. They supply a range of products to help surgeons treat patients to get them back to their lives as soon as possible.

June Medical had a number of field-based sales reps who worked nationally to promote and sell the product range to their customers. Following a reorganisation, the Head of Operations was given the job of managing the Sales Team.

They engaged with **GainLine** to help bring a **greater level of structure and methodology to some of the sales activities**. It was also important to give the Head of Operations some tools and techniques to more effectively manage the Sales Team on a day to day basis to improve overall Sales Results.

“ **Angela Spang - Managing Director**

*“My reason for working with Graham was to help us **assess our current Sales Operations** and to **support my Management Team** as we look for ways to **improve how we work** with our customers and **grow the business.**”*

The Approach

It was agreed to provide a series of 1-2-1 coaching sessions to cover a range of different Sales Management topics. The sessions were held every 2 weeks for 3 months and provided a mixture of Sales Management theory and practical coaching for some of the specific Sales related issues.

“ **Emma Maidwell – Head of Operations**

When I first met Graham and was given the opportunity to spend time with a mentor, I have to admit I was a little apprehensive.

*We **set clear objectives** from the outset of what we both wanted to achieve but if anything came up that was more pressing and needed attention Graham was more than happy to work off plan. He was able to **take his previous ideas and strategies** learnt from a totally different industry and **offer ideas and new ways** of looking at things relevant to my everyday work challenges.”*



GainLine

Sales Skills Advice & Training

www.gainlinesales.co.uk

Tel: 07843 511 239

The sessions covered a range of topics including:

- **Understanding the Numbers**

This focused on knowing the key Sales metrics that really matter to the business in terms of pipeline, conversation rates, opportunity values and the difference between Pipeline and Forecast

- **Managing a Sales Team**

This covered areas such as setting targets and performance expectations, also the motivation of sales people and how to manage a team - opportunity/account reviews etc

- **Opportunity Qualification**

We spent some time to understand the qualification process and to assess the quality of an opportunity and the likelihood of winning the business.

- **Understanding the Customer Buying Process**

This looked at how customers buy and the process they go through - importantly the impact the sales team could have at each stage.

- **Building a Sales Strategy/Plan**

This looked at Products, Accounts and the team to assess the most effective model and approach.

The Results



“ **Emma Maidwell – Head of Operations**

You might think that only big corporate companies will gain from these meetings and that a mentor is not relevant for a SME. I couldn't disagree more.

*I work as part of a small team and it doesn't leave you many people to talk/discuss things with. **Having Graham as an independent sounding board was fantastic**, that 2nd point of view has been invaluable.*

*The whole experience has **grown my confidence** and I feel like I am able to contribute more ideas to the business. ”*

Graham from GainLine brought over 29 years of Sales Experience which he used to help June Medical review their Sales Process. Although this experience was not in Medical devices it was highly relevant to June Medical's challenges and delivered some immediate results.

June Medical implemented a number of new sales strategies and processes following the training which proved highly effective. They continue to evolve their Sales Strategy and approach and are growing from strength to strength.

If you would like to find out how we can help you contact us at
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