

VIEMED CASE STUDY

Fulcrum Drives Net New Market Development
& Capture For VieMed, Inc.

www.fulcrumsales.marketing

OBJECTIVES

VieMed, Inc. was tasked with launching a new technology in a net new market segment. The goal was to quickly test the efficacy of this new product-segment, without distracting the core sales team and reducing risks.

Fulcrum was given 90 days initially to conduct market research, develop the strategy, and begin building the initial campaign, which was co-created with VieMed leadership.

It is important to note that neither VieMed, nor Fulcrum had a very deep competency in either the technological field (product) or the industry verticle (market segment); furthermore, the industry (Military Hospitals) is historically a very difficult target to crack into.

REAL RESULTS

Target: Clinical leaders and executives on active-duty military Bases throughout the US

Goal: \$43,200.00 in net new revenues booked

SQL: 36 sales opportunities generated

Accounts: 9 net new accounts open (100% growth)

Close Rate: 27%

Pipeline: \$2.5M in pipeline revenues generated

Actual: \$341,000 in net new revenues converted (10x over goal)

Profit: \$120,000 in profit generated

ROI: 350% ROI

Timeline: 9 Months



AT A GLANCE

CHALLENGES

- Limited competency
- Limited capacity
- Limited Knowledge

BENEFITS

- New product launched
- New market-share obtained
- New division created



REECE THERIOT, MBA

CEO Fulcrum Sales & Marketing

For over 5 years our company has been pushing the limits of what an outsourced sales and marketing partner can achieve.

WE SOLVE FOR GROWTH.