

Sales programs can provide valuable support

By Larry Long
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Corporate support for your sales efforts takes many forms. The prominent Zimmer booth displayed this month on the AAOS exhibit floor in San Francisco, the expanded Medical Education program featured on Page 3, the updated product brochures, surgical techniques, videotapes and other sales aids listed on Page 4, and the revamped Sales Education program are just a few examples of how we at the corporate level are trying to back up your sales efforts.

Providing this sales support is a commitment we take very seriously. As Roy Crowninshield noted last month, only by working together and channeling all our considerable resources toward providing greater value to our customer can

we successfully meet the significant challenges we face. Our business is rapidly changing, and we must change with it. We need your help in this process now more than ever.

The updated Medical Education program is an example. As Mark Smith points out in this issue's story, Medical Education this year will begin offering a series of more product-specific programs in response to your requests for such programs. The VIP tour program has retained the same number of regularly scheduled tours (despite a four-fold increase in air transportation costs), as well as the addition of new "rush" tours designed to react to unexpected circumstances when such tours can help us educate competitive surgeons. Again, these tours were developed based on re-

quests from the field.

Another example is a series of recent meetings conducted with sales force members seeking input on the proposed new Zimmer Information Console concept, which would use notebook computers and an electronic catalog system to provide more effective sales presentation power to you.

This is a time to be building bridges, not walls. If you have comments or ideas on sales support that you believe you need, call myself, Gary Sabins or David Floyd, who, as most of you know, has taken over from Brian Dawes as sales services director. Your input is valuable and, as the previous examples demonstrate, can have an impact. Strong corporate sales support is a major part of the Zimmer advantage.

Mobile Learning Center proves a winner at small account

ood planning, good timing and effective use of the Mobile Learning Center helped Zimmer Kimbrell land nearly \$175,000 in new business at a rural 45-bed hospital in Kentucky.

"We still haven't come down from the clouds on this one," said Distributor Bill Kimbrell. "I've been in this business for 27 years and something like this doesn't happen every year. Everything just came together."

Bill and associate Kevin Tucker some time ago had scheduled the MLC to make a three-stop swing among several rural hospitals. Bill finds the MLC is effective with such accounts because it conveniently demonstrates the marketing strength, resources and product breadth offered by Zimmer at hospitals that rarely see anything comparable from competitors.

The MLC also now offers the flexibility to address a variety of interest areas particular to such accounts. For example,

one account in Bill's group was primarily interested in trauma; another showed most interest in traction.

"Another factor is it really helps build up the surgeons at these accounts," Bill said. "We make them King for a Day, and they love that attention."

Bill and Kevin were also aware that the particular account involved had recruited a new surgeon — Bill, in fact, had gone out-of-state to visit with the surgeon prior to his coming to the hospital, even though the surgeon had not been a regular Zimmer user in the past. Good timing came into play because the MLC visit and the doctor's first day happened to coincide. In addition, Bill and

Kevin were in the doctor's office that day when the hospital received its first broken hip case for the surgeon. That night a second case came in, so Kevin stood in on two Free-Lock™ Femoral Hip Fixation System cases the next day.

Bill said trauma is particularly important at the hospital because of the narrow mountain roads and coal truck traffic in the area. Kevin regularly called on the OR supervisor while all competitors were conspicuously absent. Combine this past relationship, use of the MLC, their own legwork and a little luck, and the result was a major sale at an account that might otherwise have been easy to overlook.

"More than ever today you have to go where the business is," Bill said. "These smaller accounts do offer the opportunity for some steady sales, and this case shows that occasionally you might just hit a home run."



Kevin Tucker