Business Plan
XYZ Medical Device Company

Current Date
Strategic Objectives

- **Three Year Sales Goal:** Increase current 2007 sales of $450,000 by a minimum of 50% each year in order to attain and exceed sales of $1,500,000 by year end 2010.

- Achieve all other company goals set by *xyz company*; whose focus is on repairing and healing the human body.
Vision Statement

- To be assertive, well respected, successful and a valuable resource in the competitive medical device industry; by bringing value to my customers through professionalism, knowledge, integrity, trustworthiness and action.

- To become a successful and valued tenured sales representative with XYZ company.
30/60/90 Day Overview

30 Day Objectives

- Successfully complete home study, field training and xyz home office training.
- Assess and understand the state of the territory.
- Establish strategy for territory coverage – high priority accounts to lower priority accounts.
- Make initial key account contacts to handle any immediate needs, concerns, or other issues.
60 Day Objectives

- Utilize relationships with those physicians currently using xyz company products to help influence colleagues.

- Identify and meet key decision makers for each account (physicians, OR supervisors, purchasing agents, nurses, hospital and clinic personnel and administrators etc.). (see attached Territory Profile).

- Determine the 20% of physicians that are going to drive business.

- Identify and develop plan for top 5 - 10 physicians for each product area.
90 Day Objectives

- Identify areas of growth as well as untapped business and develop a plan to exceed sales goals by capitalizing on these opportunities.

- Continue to study disease states, clinical procedures, xyz company product areas and the competition to become the most valuable resource.

- Perform in-services to educate physicians, nurses and appropriate medical staff as to the proper use and maintenance of xyz company products.

- Discuss features and benefits of xyz company products with physicians, appropriate medical personnel, and all decision makers.
Accounts Review

- Assess and understand the state of the territory.

- Establish strategy for territory coverage – high priority accounts to lower priority accounts.

- Discuss expectations of Divisional Manager for territory.

- Implement strategies immediately to begin reaching goals.
Current Business

- Make initial key account contacts to handle any immediate needs, concerns, or other issues.

- Determine which physicians are supporters of XYZ company products and why.

- Continue to maintain current business with appropriate coverage.
Working Territory Document

- Create spreadsheet for a reference guide to see territory “at a glance”.

- Development of the working document will be a valuable and necessary resource.

- Update on a regular basis.

- Plan my work and work my plan.
Existing Relationships

- Utilize relationships with those physicians currently using xyz company products to help influence colleagues.

- Specifically, ask Dr. ***** (DMOS) for introductions with his partners important to xyz company business opportunities.

- Determine why physicians use certain products.
Developing Relationships

- Identify and meet key decision makers for each account (physicians, OR supervisors, purchasing agents, nurses, hospital and clinic personnel and administrators etc.). (see attached Territory Profile).

- Develop and maintain strong relationships with the above individuals to achieve sales goals.

- Determine which physicians/accounts have the greatest potential for XYZ company products.

- Discuss features and benefits of XYZ company products with physicians, appropriate medical personnel, and all decision makers.
New Business/New products

- Identify and develop plan for top 5 - 10 physicians for each product area.

- Identify key physicians for use of newer products: ***** Suture Anchor and Lateral Hip Distractor etc.

- Identify key accounts, hospitals and surgery centers, to sell capital equipment; i.e the *** Series ### High Definition Camera System.

- Identify areas of growth as well as untapped business and develop a plan to exceed sales goals by capitalizing on these opportunities.

- Identify future business opportunities and develop individual plans.
  - two new hospitals under construction in (address goes here)
Pareto’s Law

- Also known as the 80/20 rule.

- Determine the 20% of physicians that are going to drive business.

- Focus, focus and re-focus to make this law a reality.
Positive Outcomes

- Commit to best physician and patient outcomes by being the most valuable resource in the territory.

- Accomplished through actions, knowledge, trustworthiness and integrity.

- Positive outcomes directly correlate to increased business.
Xyz Company Products
and the Competition

- Successfully complete home study, field training and Smith & Nephew home office training.

- Continue to study disease states, clinical procedures, xyz company product areas and the competition to become the most valuable resource.

- Identify competitive business (Stryker, Arthrex and DePuy Mitek etc.)

- Uncover areas of dissatisfaction with competitive products and companies.

- Observe, assist and follow-up with all possible procedures.
Physician Training

- Determine whom of the top 20% potential customers would like training.

- Schedule key physicians to attend conferences and training where appropriate to build relationships, business and ultimately drive sales.

- Follow through once physicians have been trained.

- Focus on developing local thought leaders.
In-Services

- Perform in-services to educate physicians, nurses and appropriate medical staff as to the proper use and maintenance of xyz company products.

- Schedule in-services quarterly in all accounts or on an as needed basis for smaller accounts.

- Very effective opportunity to develop strong trusting relationships and build the business.

- Capitalize on these opportunities.
Product Evaluations

- Secure appropriate Xyz company product evaluations in all key accounts: hospitals, clinics and surgery centers in a timely manner.

- Be assertive and persistent in this effort; positive evaluations transfer to sales.

- Manage and maintain device/equipment inventory.
Sales Process

- Understand organizational functions within accounts to close the sale process.

- Analyze sales data and strategize accordingly.

- Continue to get commitments and ask for the business!
Communication

- Communicate regularly with Divisional Sales Director of territory progress.

- Communicate with division members for best practices and implement strategies. (i.e. success of (address goes here) rep securing sale of Surgical Camera System.

- Communicate with local xyz company representative as needed.
Sales Success

- Review business plan quarterly and make necessary adjustments as territory needs change.

- WORK MY BUSINESS PLAN AGGRESSIVELY TO ACHIEVE AND SURPASS SALES GOALS!

$1,500,000+ by (date here)
# SWOT Analysis

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<thead>
<tr>
<th><strong>Strengths</strong></th>
<th><strong>Weaknesses</strong></th>
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<tbody>
<tr>
<td>- Strong global market presence and reputation</td>
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<tr>
<td>- Strong brand recognition and reputation locally</td>
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<td>- Broad product portfolio</td>
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<td>- Market leader bringing state of the art products to the medical device market</td>
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<td>- xyz endoscopy sales are below expectations</td>
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<td>- Necessary and key relationships are less than optimal</td>
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<tr>
<th><strong>Opportunities</strong></th>
<th><strong>Threats</strong></th>
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<tr>
<td>- $3,000,000 + endoscopy market</td>
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<tr>
<td>- Two new hospitals in 2009 with orthopedic emphasis (WDM)</td>
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<tr>
<td>- New surgery center in 2009 (Carroll)</td>
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<tr>
<td>- Strong Stryker endoscopy business, relationships and presence locally</td>
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