

ABC Sales[®] Case Study

Company: Biopeak Corporation

Location: Ottawa, Ontario

Industry: Biotech

Offering: Non Invasive Medical Monitor

Customer Reaction: "...a mindset changing workshop that transformed our understanding of how to present our offering..."

1. Background



Biopeak manufactures a non-invasive chest-strap system that monitors many more types of information than a traditional heart monitoring device. As a result of 'intelligent processing' of all this data, conditions such as diabetes which previously needed needles, can be monitored through these secondary indications and how they vary. Potential markets for the device include hospitals, surgeries, weight loss, military, athletes and personal health.

2. Areas for Improvement

Early users of the equipment are likely to be highly technical medical staff with a complex agenda. In more personal markets, the drivers to purchase can be varying and complex. The challenge was that their messaging (face to face, in collateral and in presentation form) was very scientifically based and hard for the user to understand or align with their real purchasing drivers. As a result, Biopeak were:

- getting sucked into the costly 'grass roots' of an evaluation before a potential sale was financially qualified
- potential partners (OEMs, White Labels, Distributors etc) were unable to visualise their needs being satisfied
- the value proposition for potential investors was hard to pin down and evaluate for overall risk

3. Our Approach & Team Actions

After consultation, it was agreed that an ABC Sales[®] Analysis would be carried out. This was in the form of a workshop attended by the business management team and commercial staff. The workshop had three components. The first was to learn the necessary subset of ABC (Advanced Business Communication[®]) skills such as Precision Questioning, The Sales Meta Model and the Hierarchy of Ideas. The second step was training in the ABC Sales Framework[®] and what it generated. The final step was to use these skills within to carry out an ABC Analysis on a small selection of Biopeak's different offerings and markets.



4. The TakeAways[®]

At the end of the very energetic session, the combined team of Biopeak and Holis staff had documented a set of powerful TakeAways[®] and Convincers, as well as an outline Fluency prompter. All of the TakeAways[®] had passed the TIRES checks (Time, Income, Risk, Expense, State) and been integrated into their business materials.

As a result Biopeak has:

- reduced time in putting their value proposition across to backers and increased their chance of investment
- gained greater comfort and confidence in the positioning of their effort and enthusiasm
- a first cut on collateral and messaging to attract the right channel partners for Biopeak

5. Effect on the Business

Biopeak are now able to more quickly and easily highlight their commercial value proposition from the mass of compelling but complex technical information that they have - both in conversation and in collateral. They can now consciously match what they talk about to the level and content required by the person whom they want to buy their ideas, products and services. The emergence of purchasing drivers that can be quickly recognised by people not familiar with the product has been a step change in the development of the company.

Reference Contact: (by arrangement) *Al Bryenton, CEO*