

Medtronic

Lead Generation: TSL Marketing Partners with Medtronic, Secures Long-Term Pricing Contracts

Challenges

Medtronic, the world's largest standalone medical technology company, has its US headquarters in Minneapolis, MN. The company is comprised of four main business groups: Cardiac/Vascular, Restorative Therapies, Minimally Invasive Therapies and Diabetes. In 2015 Medtronic acquired Covidien in a \$50 billion deal. Covidien has since become the Medtronic Minimally Invasive Therapies Group. The Minimally Invasive Therapies Group recognized an opportunity existed for its INVOS Cerebral Oximetry System. Existing INVOS customers were purchasing consumables without a pricing contract in place. TSL Marketing was engaged to partner with Medtronic in order to establish long term pricing contracts and encourage increased usage of the INVOS system.

Solutions

TSL Marketing's onboarding process included initial knowledge-share calls to unearth key information about the INVOS target audience. Then, the process of message development was initiated to develop a "call algorithm" TSL's Business Development Specialists would follow. By understanding INVOS customers, TSL Marketing was able to gather valuable intelligence on customer wants, customer needs, pain points, and uncover sales opportunities to report back to Medtronic.

TSL Marketing's business development strategy and deliverables also included:

- Opportunities, Leads and Business Intelligence on provided contacts
- 4 call attempts per contact provided
- Weekly reporting on stats, lists of leads, other intelligence gained
- Opportunities and business intelligence entered into Medtronic's CRM and Marketing Automation Platform.

Case Study

Realized Results

- **Contacts:** TSL called in to 4,261 contacts representing 1,508 accounts
- **Leads:** 238 qualified leads were uncovered by TSL's Business Development Specialists
- **Revenue/Wins:** Medtronic realized \$480,000+ in win revenue within 2 months of project start

About TSL Marketing & Medtronic

TSL Marketing is a global, full-service agency offering integrated marketing solutions to MedTech companies. Services include marketing planning and management, data services, inbound and digital marketing services, lead generation-nurturing-progression services, sales services, and closed-loop marketing solutions.

The Medtronic INVOS™ system is the clinical standard in regional oximetry, providing clinicians with reliable, timely and actionable cerebral and somatic monitoring.



TSL Marketing
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