

LUMENIS BOOSTS EFFICIENCY + IMPROVES RAMP TO REVENUE

SUCCESS HIGHLIGHTS

- Delivers assets directly to reps, and on mobile devices.
- Simplifies sales process + allows quick customer follow-up.
- Allows reps to see when material is opened.
- Eases product rollouts + training.
- Over 85% platform adoption.
- Provides insight into what content/training is most effective.

"One thing we've seen confirmed is that time and 'mental money' is critical. Anything I can do to help reps have strong, positive mental attitudes—I want to do. Modus has freed up significant time for users, allowing them to be as responsive as possible to customers."



ROBB CLOYD
US Director, Lumenis

LUMENIS

Lumenis is a global leader in minimally-invasive clinical solutions for the Ophthalmology and Aesthetic markets, and is a world-renowned expert in developing and commercializing innovative energy-based technologies including Laser, Intense Pulsed Light (IPL) + Radio-Frequency (RF).

CHALLENGE

Lumenis was loading and shipping out individual iPads for sales reps. The company didn't have an effective way of getting updates to their field sales reps. Information was in disparate places, difficult to find, and reps were using outdated assets (or creating their own) which were often inconsistent and non-compliant.

Additionally, there was no way of tracking when a customer engaged with the content that reps had shared, nor did Marketing have insight into what material was most used and effective.

SOLUTION

Modus was able to win the business against a top competitor to deliver a simplified way of loading, updating and distributing content. This enabled reps to always have access to the most current material to be easily shared with customers. According to Robb Cloyd at Lumenis, *"Modus made it easier for marketing to distribute content*

and easier for sales to get it, view it and send it out—and from mobile." This was critical for driving revenue. The platform allows Lumenis to quick-start new reps, and get them to produce revenue as fast as possible.

Lumenis leverages Modus in training, and it has been instrumental in helping both sales and marketing better align, and be more efficient. With the ability to update and distribute information across the company, reps have the most current, relevant and useful information at their fingertips to easily engage their buyers. Lumenis boasts over 85% adoption of the platform because they use it to onboard all new reps (25-32/quarter!) and reiterate the tool's value. *"Our goal is to empower our salespeople so they can focus on sales activity and don't have to waste time hunting for information."*

Lumenis believes in the "7+ Touch" method, and reiterates the necessity and value of using Modus throughout the training process. They assign specific tasks to new reps to get them quickly acquainted with the platform.

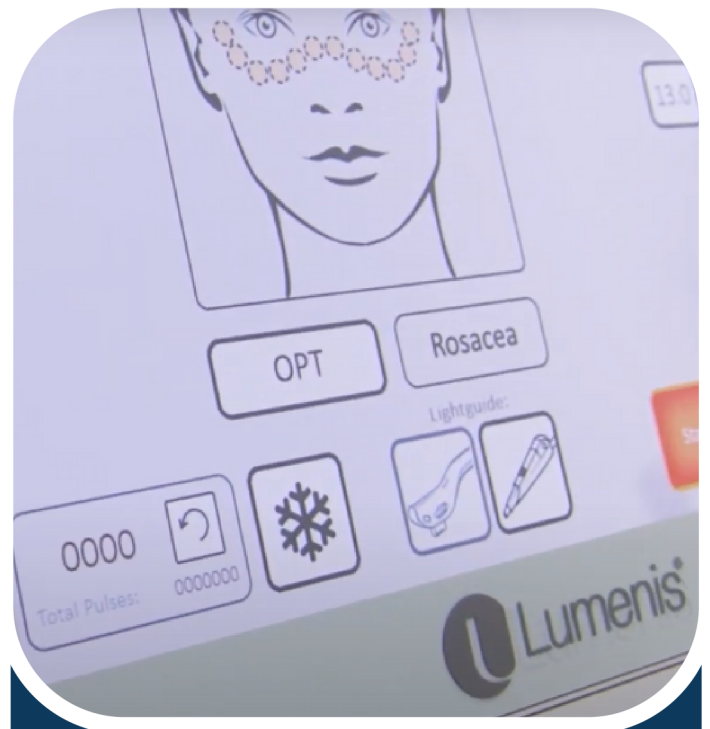
"Modus helps deliver revenue and new opportunities. It's one of our TOP 3 sales tools."

Their goal is to have reps up-and-running with Modus by day two. Lumenis appreciates the responsiveness and willingness of the account + support teams to step up to help in this endeavor. Modus has assisted in getting users set up and driving usage with how-to videos, and support information.

NEXT STEPS

Lumenis previewed Modus NextGen—and was excited to move to the updated platform to help their content come to life, increase their organization capabilities, and drive better compliance.

With the help of the migration team at Modus, Lumenis is now in the implementation process. They will soon be enabling their sales reps to use the NextGen platform to drive even more revenue in the months and years to come.



BEST PRACTICE TIP

Lumenis sales training has reps practice by sending assets from defined folders in their first 2 weeks. **This enables them to:**

- Get comfortable using Modus.
- Engage with the platform early, and up-and-running quickly.
- Help deliver quick ROI.