

Genetics Company Increases Buyer Engagement with Modus

About Genetics Company

This company is a leading genetic testing and clinical diagnostic company. They have an unparalleled track record of discoveries over 20 years and excel at translating scientific research into clinically actionable test results based upon a thorough understanding of the human genome and the biology behind genetic disease. They continue to build out their growing database through collaboration with academic, corporate and pharmaceutical partners so they are able to continue to innovate and deliver analysis that enable clinicians to confidently information patient health decisions.

The Challenge

The company has sales reps that call on a variety of practices including oncologists, OB/gyn, genetic counselors and others that are spread across the U.S. They required access to all of the content available for the different clinicians they are trying to engage. Many of them carried around boxes of print materials – forms, brochures, pricing sheets and more in the trunks of their vehicles. These had to be either ordered from the store or printed at local print centers. Reps (nor marketing) could be sure of the paper copies relevance, correct branding and information etc. When they delivered these printed materials to prospects and customers, there was no ability to track whether they were read or 'round-filed', thus reps had no visibility into their buyer's level of engagement or intent.

Additionally, marketing produces vast amounts of materials based on new offerings, product brochures, order forms and more. It was challenging for them to roll out new offerings and get the most current versions of collateral out to all of their reps. They also had no insight into what was most used and most shared to gain an understanding of the most effective pieces of content and adjust as needed.

The company needed a quick, simple and effective solution for getting the most up-to-date versions of content out to their reps. They also needed a better way for reps to engage with their potential buyers as well as to have visibility into their customers intent to purchase.



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Their Solution

Modus came in against a strong competitor and was able to deliver just what this genetics company needed – all with strong customer support. By working closely with their Director of Marketing Operations, Modus delivered a platform that enables marketing to have a large content repository that houses everything their sales organization needs to connect with prospects and customers. It was also very important for reps to have both online and offline capabilities since they are frequently on the road and often in more remote locations.

Modus provides their sales reps with a tool enabling them to better orchestrate their week and plan for meetings using the agenda function. They have quick and easy access to sales collateral – forms, brochures, information sheets and more via the platform. And 100% of those we spoke with shared they are confident that the materials they are accessing are correctly branded, compliant and the most up-to-date versions. These can be used before, during (for presentations) and after (follow-up) key customer meetings. Additionally, reps can create 'microsites' whereby they have meeting spot with every piece of content that has been used in the relationship all in a single location. Customers have the ability to go into the microsite and invite other stakeholders in the business to the microsite so they also have access to all the information. All of this allows the company's reps to have better engagement with their customers.

One of the features reps like most about the Modus platform is the ability to have insight into where a customer might be in their decision process. They have the opportunity to view whether content has been opened, if it was shared with other people and how long the customer spent looking at it. This helps them determine just where the customer might be in their buying journey or at least their level of interest. This kind of information offers reps an educated window into what next step in the sales process might be most effective to further engage the customer.

Marketing loves the platform because they have a single source for content and can easily organize it for reps to get just what they need. A simple upload process allows them to quickly update/change materials on-the-fly ensuring that what reps are using is always current, compliant and correctly branded to their specifications. Through value-add analytics, marketing can see what pieces of



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content are being accessed most frequently and helping to drive revenue or even where there might be gaps. This is great because it helps them determine additional pieces that could be helpful or even what can be archived.

What's Next

Just-in-time Training and Expansion to Other Departments

Through interviews with end-users, we realized that further training could be done for reps to receive the full benefits of the platform. Rather than taking them away from selling, Modus can offer just-in-time training delivered in bite-sized pieces that are easy to absorb and stick. This is especially useful if reps need a quick update as they are prepping for a meeting and for new launches.

This genetics company conducted a study that shows the effectiveness of having a platform like Modus and is sharing key insights with management. Ideally, other areas within the company would look to adopt the platform to help cut costs (printing), save time (easily find everything needed in a single place), and grow revenue (more effectively engage buyers and track their interest).

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Of those interviewed:

- 90%** said the platform helps advance the sales cycle
- 100%** are confident the materials are compliant and the most current versions
- 100%** said it's the best place to educate themselves on new products, solutions or initiatives

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Pharmaceuticals – Genetic Testing

500-1,000 employees

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Products

