

Modus Revolutionizes Leader in Hearing Care's Buyer Experience

About Our Customer

This company makes technically advanced hearing aids, batteries, wireless headphones and accessories. Their passion is to empower people in need of hearing support. They pride themselves on being the industry's most advanced center for hearing instrument technology and continue to innovate yearly.

The Challenge

This company launched the first hearing aid that connects to the Internet, smartphones and wireless devices. They also tackled the ability to handle noisy environments with multiple speakers. With this growth, they know they required a more reliable and engaging method of arming their sales team and distributors with a digital sales solution to better reach their buyers.

Our contact knew that customer engagement, targeting prospects and finding better ways of following up to turn leads into customers required a sales enablement solution. Their sales reps previously relied on physical sales collateral including brochures, whitepapers and technical data sheets they left behind for potential buyers – giving them little engagement and interaction. Reps were challenged with creating relationships and didn't have insight into what collateral was most viewed or where buyers were in their sales cycle. They also had a difficult time ensuring that what reps were delivering was current and accurate. They found that their reps were spending a lot of time creating their own materials – taking time away from actual selling.

The manager we spoke with understood the value of moving reps and distributors to a digital world to help them sell more effectively. There was also a cultural challenge with selling to clinicians and doctors – many of them used to reading printed materials that were left behind. The customer knew they needed a cloud-based solution that could be accessed remotely, online or offline and on iPads.



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Their Solution

This world-class hearing care client selected Modus as their easy-to-use yet robust sales enablement platform. The marketing team worked behind the scenes to create data-driven, compelling and consistent content that would be able to be updated to all sales reps and distributors in real-time. They also created captivating videos that highlight their technology and simulations that helps hearing care professionals educate and counsel family members around what it is like to be hearing-impaired.

The team says **“The Modus app has totally changed the way sales reps and distributors conduct sales.”** It gives sales reps leave-behind materials with the touch of a finger, or they can easily send content to a prospect and have visibility and tracking as to what the customer opens and reads. This gives reps insight into their prospects mindset and where they might be in the decision-making process. Sales reps can use this information to make more effective follow up calls. Additionally, reps no longer spend time creating their own sales presentations but rather have access to professionally created, animated and up-to-date presentations that offer a great flow for sharing the company’s products. This has saved thousands of hours of valuable time that enables reps to focus on generating revenue.

→ **“No other system provides a presentation platform like Modus does,” says our contact. “The web bundle capabilities are very interesting to us, it has a clean feed, and it’s up to you to figure out what you want to do; you’re only limited by your imagination. They have created a way of presenting your story the way sales reps should, so the messaging is consistent.”**

Our client has a high usage and adoption rate with over 2,300 reps and dealers using the Modus app. They appreciate the analytics showing them to how many times a piece of collateral has been accessed and how many times a rep has sent a follow ups to prospects – insight they previously did not have visibility into.

→ **“We have a sales system here that provides us with the opportunity to do everything,” says the team. “You can find a lot of other products that can do 90 to 95 percent, but it’s the last 5 to 10 percent - the parts we created ourselves and the small adjustments to the app we can do ourselves - those you can’t find anywhere else but with Modus.”**

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What's Next

Deploying Modus worldwide

The business is rolling out the Modus app to its offices worldwide. Earlier this year they began with their Australia offices, and then plan to follow with China and Germany. France and Spain will roll out soon thereafter.

**"Another business unit is jumping on board too,"
"They think it is something that can add value, and we have a whole retail business that could use the tool as well."**

They recently signed a branding deal with another vendor, for which they believe Modus would be able to offer a valuable solution.

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Healthcare Product Manufacturer

Approx. 3,000 full time employees

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Products

Modus



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