

# Launching a Disruptive Technology into the Global Life Science Research Market

## Introducing the Market to a New Technology

### Challenge

Develop a launch strategy and complete commercialization plan for a new product from a life science company and accelerate the process towards revenue generation.

### Action

Ten field sales professionals and two customer support associates were deployed, initially pursuing leading universities, then the biopharmaceutical drug development pipeline and lastly, the biotechnology regenerative medicine arena.

### Results

After six months, dozens of leading research institutions had signed “research-use-only” licenses, multiple leading biopharmaceutical and biotechnology companies purchased materials, and the client hired the sales and customer support team directly. The Salesforce4Hire®, LLC team used the exclusive Sales Prototyping® and Sales Accelerator™ systems for sales process design and implementation.

### Strategy Launch

First, we conducted a detailed market analysis, prioritized the opportunities by risk/return rankings and strategically positioned the technology and company to “speak to the marketplace.” Then, we identified the key symposia and trade shows in which to participate and detailed the resources and budgetary requirements necessary to launch the technology and capture strategic customers. Within four weeks and, upon their board of directors’ review and approval, we were retained to execute the strategic launch plan.

Within the first 60 days of engagement, we recruited, trained and deployed a team of ten field sales professionals and two customer support associates. Simultaneously, the team instituted formal customer support procedures that aligned with our client’s total quality system. We also installed a customer relationship management platform, as well as an all-encompassing communications infrastructure, complete with toll free numbers, voicemail, email addresses, updated website.

### Discovering Potential

During this process, we discovered that our client’s technology had potential applications across eight distinct disciplines within the life sciences space. To prioritize sales activity, we developed a decision matrix that weighed and compared a series of issues that affect adoption rates and general market acceptance and traction.

### Segment Targeting

We determined that the best “go to market” strategy was a tiered launch approach, beginning with the institutional research marketplace. Focusing on this segment first would provide several applicable leverage points for the company moving forward. The field sales team focused exclusively on this segment for the first 90 days of their deployment, resulting in more than 40 research-use-only licenses from leading universities and institutions throughout the US, Asia and Europe.

“Within six months—the time it usually takes to find and hire a lead sales and marketing executive—we immersed our client within two of its key market segments, primed the revenue stream, and secured the interest of their most strategic customers.”

The next target segment was the biopharmaceutical drug development pipeline. We determined that the technology had significant value as a potential accelerant to the drug discovery process, an observation validated by the direct market feedback secured while ascending several industry symposia.

This presented a unique challenge in that it required the creation of licenses and legal language necessary to support the positioning of our client’s value proposition while leveraging a unique differentiator related to our client’s platform. Within 60 days of focus on this second market segment, the SalesForce4Hire® sales team had placed the technology with seven of the top ten global pharmaceutical companies for scientific evaluation and licensing discussions.

The final priority market segment (yet to be approached) is the biotechnology regenerative medicine arena. It will also require a very detailed approach to the negotiation of licensing terms for the use of the client’s technology in the development of cellular therapies.

## Resulting Validation

Within six months—the time it usually takes to find and hire a lead sales and marketing executive—we immersed our client within two of its key market segments, primed the revenue stream, and secured the interest of their most strategic customers. We announced the client’s new technology platform, which offered previously unavailable benefits in biological research, to more than 20,000 potential prospects. Dozens of the world’s leading research institutions signed “research-use-only” licenses, and initial applications research is now underway. Additionally, several Key Opinion Leaders are conducting their own research with the technology, with the intent of publishing their results. Multiple leading biopharmaceutical and biotechnology companies have purchased materials and have begun evaluating the technology for various developmental applications. Approximately six months into the market launch, our client exercised the transition clause in our contract and hired the sales and customer support team as direct employees.

### Contact Us:

Phone: 800.717.7344

Website: [salesforce4hire.com](http://salesforce4hire.com)

Email: [info@salesforce4hire.com](mailto:info@salesforce4hire.com)

