

# Value Case History

## Redefining Value to Double Selling Effectiveness



### Business Issue

A leading medical products company had licensed one of its technologies to a larger, more price-oriented competitor. Despite being the “inventor” of the technology and having a product widely regarded as “easier to use” than their licensee, their market share lagged. The sales force started to focus on other easier-to-sell products, and new instrument placements fell further behind. Management wanted to identify the winning value proposition and create a more compelling value story.



### Approach

- Formed a dedicated team to quantify the value to the customer.
- Trained team on Customer Value Management methodology and tools.
- Created and analyzed a customer value model.
- Designed and implemented value-based sales tools.



### Insights

The current product was easier-to-use, but it did not translate into significant time savings for lab technicians. Instead, the ease of use enabled the instrument to be moved from a specialized lab with an 8-hour shift to the general lab with 24-hour testing. Earlier test results enabled doctors to begin the proper treatment regimen up to 24 hours earlier. With earlier treatment, patients’ length of stay was reduced which significantly lowered the total cost of patient care.

## Results



**Doubled new  
instrument placements**

**&**

**Rose from #2 to #1  
market share**

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