



# How to Find the Right End Users with the Right Workflow for Point-of-Care Testing

## Building the Right Relationships is Key

Building right relationships with the right decision-makers and Point-of-Care (POC) end users is key to growing your market Influence. If your sales force is limited, there are still ways to succeed.

### Expand Your Market Influence

Marketing influence is a form of relationship building. You can develop relationships with people who can create visibility for your product or service. Unlike other marketing approaches that focus on "masses," this approach focuses on individuals, which can range from major decision makers to end users.



*"An outstanding job generating leads and scheduling demos for our territory managers"*

The terrain can be difficult and sometimes widespread when trying to locate POC end users. True, many medical facilities and private practices have already standardized rapid test use, but how many more end users are out there that don't know about your products or services? How many more patients can benefit from your convenient rapid tests, receive quicker diagnosis and experience improved outcomes?

## Sound Solutions to Expand Your Market Influence and Unique Brand Messaging



**1 Know Your Target:**  
Contact facilities where POC patients seek care, and profile end users at those facilities about their workflow processes.



**2 Educate:**  
Identify High-level buyers, deliver brand messaging, send product information or samples



**3 Bridge the Gap:**  
Build a connection with them, follow up, provide support, schedule appointments



**4 Strategic Partnership:**  
Work with a knowledgeable company specializing in inside sales and expanding market influence.

## Who is The Schwartz Group and How Can We Help?

With The Schwartz Group as your data-driven inside sales partner, we can help expand your market influence through targeted tele-detailing services performed by the industry's most experienced and professional staff.



*"Extremely accurate information that gave new insight on our customers and target market."*



- Targeted tele-detailing
- Market intelligence gathering
- Inside sales team
- Field rep support and whitespace coverage
- Building the right relationships
- Delivering branded messaging
- Sending product info and samples
- Generating orders and sales

## Strategic and Customized Services that Get Results



**1 Data Tracking in Real-Time:**  
We track your campaign data and analytics to provide continuous feedback on market share growth status.



**2 Qualified Data:**  
We can ensure that we are reaching the right decision-makers with the use of S-MAPS (Schwartz Medical Account Profiles)



**3 Sales Force Solutions:**  
We work in conjunction with your sales representatives to help keep you on track with your sales goals.

## Industry Leader in Medical Inside Sales

Healthcare is our focus. Leverage our 17 years of experience interacting with hundreds of thousands of physicians about a broad range of disease states and product classes to transform your sales force.



## Contact Us Today

Set up an informative tele-conference meeting with our expert project management staff.

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