

BUILD YOUR BUSINESS CASE

Sales Targeting Template

#1 WHAT IS THE TARGET CUSTOMER'S PROBLEM/ISSUE?

Focus on the main 3-5 issues most of your target customers (40%+) will pay money to fix.

Example:

- Need to increase throughput without adding clinical testing staff or outsourcing testing services.
- Need to reduce operating expenses of clinical testing services without significant asset investment.

#3 WHAT ARE REASONABLE TARGET CUSTOMER EXPECTATIONS?

Focus on the business or financial metrics for these problem/issues and what improvement the customer needs for engagement to be a success.

Example (compared to baseline metrics):

- Increase testing service throughput by 5-10%
- Reduce outsourcing of testing services by 25-50%
- Reduce OPEX of in-house testing services by 15-25%

#2 WHAT ARE THE CONSEQUENCES IF NOTHING CHANGES?

Focus on the emotional and business reasons for these problem/issues (use section #3 for metrics or savings).

Example:

- Too much clinical lab operator time wasted due to redundant tasks and wasted tests.
- At maximum throughput in-house, additional testing capacity requires significant investment.
- Outsourcing testing services are expensive and exceed budget.

#4 WHAT ARE THE PROJECTED RESULTS?

Focus on the quantitative impact after implementing your solution compared to baseline metrics

Example:

- Eliminate redundant testing services and free up operators 40-55% and increase throughput 45-60%.
- Eliminate outsourcing of core testing services.
- Reduce the number of reagents that were replicated across multiple systems by 50-70%.
- Reduce QC testing by 30-45%.