

EMPOWER YOUR SALES TEAM WITH MOBILE AUDIO



conveyMED

SUMMARY

OUR PURPOSE

At ConveyMED, we help Med Tech & Life Science companies leverage the power of mobile audio to build deeper connections with their sales teams and customers through storytelling.

Why? MedTech and Life Science companies must have a connected and competent field sales team in order to achieve commercial success.

You need your sales teams in the field working with customers and driving the business rather than watching company webinars and training videos.

THE SOLUTION

A private-access, mobile audio channel with content designed to provide ongoing professional development, connect with company leadership, and learn from their peers.

With ConveyMED, you can stream your proprietary educational and motivational content on popular podcast apps like Apple Podcasts without teammates downloading another app. Your content seamlessly delivered to your sales team.

Access is restricted to your membership list so your educational content remains secure.



Mobile audio is the ideal medium as sales reps can listen in the car, while waiting for appointments, or during a workout. Taking time 'off the road' for onsite training, or watching videos means time not 'on the road' selling.

POPULAR FORMATS

- Product training
- Launch preparation
- Leadership updates
- Customer success stories
- Competitive selling
- Team recognition
- Audio newsletter, Journal club & so much more.

WHAT WE OFFER

At ConveyMED, we:

- Provide strategic direction based on our decades of experience & expertise
- Set up your private audio channel
- Produce your content
- Manage your membership list
- Release your content securely to your community on popular podcast apps like Apple Podcasts
- Measure individual listener engagement so you can measure ROI

Commercial success in Med Tech & Life Sciences hinges on a well-educated, confident, focused, and engaged sales team.

SAMPLE PRODUCTION PLAN

A WEEKLY SCHEDULE TO OPTIMIZE ENGAGEMENT

Week 1 - President's Club Interviews - Meet the top sales reps and hear how they win new business!

Week 2 - Featured Customer Interviews - Why our customers choose us!

Week 3 - Featured Leader Interviews - Connect with the management team.

Week 4 - Audio Newsletter - Announcements/Company news/Industry news/Shout outs/Leadership updates

LAUNCH A FEATURED PRODUCT AUDIO SERIES

Episode 1 - Design thesis - What problems did we look to solve & why?

Episode 2 - Design thesis - How did we solve it? An engineer and physician perspective

Episode 3 - Why I use this technology - A Customer interview

Episode 4 - Tips & Tricks to Ensure Success - A Customer panel discussion

Episode 5 - Preparing for your 1st sales call - What questions should I ask?

Episode 6 - How do I sell against Competitor A?

READY TO GET STARTED!

GETTING STARTED

Our expert team is here to help guide you toward success with your mobile audio strategy.

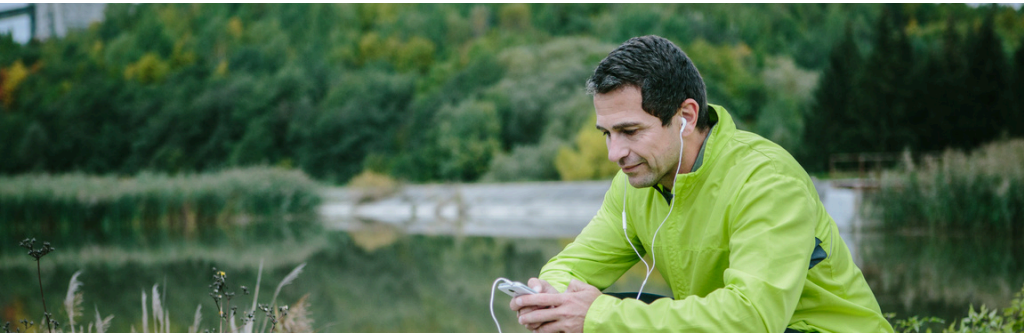
During our Kickoff Discussion, we will discuss:

What are your objectives?

- Upskill your sales team.
- Launch a new product.
- Connect your sales teams with leadership and one another.
- Deploy selling skills training
- Onboard new reps.
- Communicate company and industry news.

What kind of content would help your sales teams be more successful?

- Interviews with successful sales reps.
- Panel discussion with top customers.
- New product launch audio series.
- Technical reviews of product features & benefits.
- Updates from leadership.
- Reviews of journal articles.
- Audio versions of past sales training webinars.
- Industry updates & competitive activity.



GETTING STARTED

What is your audio production readiness?

- How frequently do you want to provide content?
- Do you need our production services to record? Edit?
- Do you have an upcoming meeting where sales & customers are gathering?
- Are you MS Teams or Zoom?

CRITICAL SUCCESS FACTORS

Assign an
Internal
Champion

Record
Content
Efficiently

Release
Episodes
Consistently

Measure
Engagement &
Adjust

Channel Setup Process

Our operations team will guide you as we set up your private channel as well as organize your online membership and production schedule portal.

