

At **Onyx Health** we've got what it takes to make a product successful because we know the healthcare market. We specialise in helping SMEs reach customers, enter new markets, build brands and increase sales.

We put your products and services in front of the right customers and decision makers. We open doors by creating and delivering marketing campaigns and sales strategies with tons of Geordie passion!

Our markets include:

**Pharmaceuticals | Medical Devices |
Medical Diagnostics | Consumer Health Products**

We're ready to deliver. Just tell us when.

Approved consultants for:



07 Sales

"You miss 100% of the shots you don't take." - Wayne Gretzky

Once good marketing has done its work, there is an assumption that sales will easily follow. Good marketing presents the target customer with an offer that meets their needs, in the right place, and at the right time. This is the perfect environment to get sales and increase revenue, so why isn't it happening?

Just like marketing, successful selling involves planning. There are questions you need to ask of your business, and the answers help you form an approach to your selling: How well do you know your customers and how do you access them? Do they come to you, do you visit, is it remote selling, or is it all three? Do you need a sales team? What are the options open to you? Do you have supporting literature, detail aids, presentations? Are your targets set, and are they achievable?

Effective sales planning helps to maximise the opportunities created by your marketing. It gives direction to your sales team and helps overcome the limitations of being in a big market.

Supporting packages that you may find useful:

01 Marketing Strategy

09 Social Media

Onyx Health's Offering

At Onyx Health we are experts in healthcare marketing communications and sales. We know what it takes to sell a product in this highly competitive and often complex market whether that is a licensed pharmaceutical product, a consumer brand, a medical device or diagnostic.

Our healthcare sales package includes:

- **Sales health check**
- **Feedback** on your current sales process, telephone selling and front line sales staff – including mystery shopping
- **Audit** of existing sales aides and presentation materials
- **SWOT analysis** of your sales landscape – identifying gaps and opportunities
- **Sales workshop** for your team – getting the basics right (half day)
- **Recommended sales approach** and materials required to get results
- **Review of current sales targets**

Additional services: Ongoing Sales support retainer – lead generation, sales development, sales materials, sales follow-up, sales order process

Take the next step and contact us:

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