

# Medical Device Company Gets Sales Pipeline Visibility

Read Our Medical Device Customer Story



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# Customer Story

## Medical Device Company

Provides PT/INR Meter Options for  
Hospitals, Clinics and Home Use

### The Challenge...

- ① Salesforce Underutilized for Years
- ② Leads Not Getting to Appropriate Sales People Quickly or Consistently
- ③ Low Sales Pipeline Visibility
- ④ No Account Segmentation

### The Solution...


- ① Learned Company's Business and Objectives, Assessed Setup, Recommended Approach
- ② Automated Lead Routing to Sales by Region
- ③ Built Lead-to-Close Process and Pipeline Reporting (# of tests/year; meters required)
- ④ Automated Account Status Updates Based on Sales Activity

Project Delivery: 9 Weeks



Lyric Solutions unlocks the power of Salesforce to scale success for Healthcare and Life Sciences companies. We do this by providing expert guidance, automation execution, and reporting insights to make decisions that drive results.

**Schedule a Free Consultation Now:**  
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