US MEDICAL AND PHARMA

Outbound sales units, built, run and handed over.

Enquirer designs and runs outbound sales for medical and pharma companies that have grown on trade shows, referrals and a few senior sellers. After four months the client's own team owns the unit.

How the sector has grown

Most companies in the sector have grown on trade shows, referrals and the phone of a senior seller.

Their buyers sit in imaging, biomed, supply chain, the lab and clinical leadership, and they weigh a new partner with care.

What Enquirer does

Enquirer runs outbound across email and LinkedIn. The work covers the buyer map and data, the messaging, the sending domains and mailboxes, reply handling and reporting.

The work runs on business contact data, the people who buy at medical and pharma companies. Enquirer does not handle patient data.

Who it is built for

- Medical device manufacturers
- Imaging equipment, parts and service companies
- Pharmaceutical companies
- Diagnostics and clinical labs
- Medical distributors and dealers
- Biotech and pharma services companies

Build Run Own A fixed four-month engagement.

MONTH ONE

Design

The unit is designed around the client's weak points. Buyers are mapped for each product line from verified data.

MONTH TWO

Build

The unit goes live. Messaging is built from the client's approved claims, and the client's compliance or regulatory lead signs it off before anything is sent.

MONTH THREE

Run

Enquirer runs the unit on real numbers. Qualified conversations go to the client's team, who close them.

MONTH FOUR

Hand over

The unit is handed to the client's team with the playbook, the dashboards and a trained operator.

What the client owns at the end

- The sending domains and mailboxes
- The data and lists
- The CRM records and dashboards
- The playbook and the messaging

All of it is set up in the client's name. The trained operator moves to the client's team. An optional managed service keeps Enquirer operating the unit.

Four practices, one team

One point of contact and one accountable team for each client.

Sales and go-to-market. Outbound sales, designed and run.

AI strategy and adoption. Where AI fits, and how teams use it.

Bespoke software builds. Software around a client's sales process, from CRM tools to daily rep briefings.

Media and authority. Business Enquirer, the group's own publication, features client firms, with PR and video alongside.

Client work in the sector

> “ECG and Enquirer AI helps us identify the right people and start the conversation in a much smarter way.”
>
> **Tim Rath**
> Chief Operating Officer, Innovative Radiology

Innovative Radiology

A US supplier of parts, service and equipment for imaging systems.

Enquirer built and ran a full outbound channel, email and direct messages, to the procurement, imaging and clinical engineering buyers who choose a parts and service partner. For buyers who replied, Enquirer found direct emails and mobile numbers, which gave the team a way to phone them while the interest was live.

Innovative Radiology reports a record growth year, and converted deals within the first months of the channel going live.

Innovative Medical

A US orthopedic and medical equipment seller.

Enquirer built prospecting and personalized outreach across email and direct messages, so the team reaches the right clinicians and spends its time on relationships.

Innovative Medical reports prospecting and research automated, and the team freed to focus on relationships and closing.

Talk to us

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Work starts with two conversations about how the client grows and where growth stalls. Each engagement is scoped to the client's weak points, and the proposal is presented on a call.

Book a call
cal.com/ecg

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