



Ceterix Modernizes How Content Supports the Sales Process with Showpad

CASE STUDY



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| Anura Patil, Senior Marketing Manager, Ceterix



Case Study



Founded in 2010, Ceterix Orthopaedics develops surgical tools that help with one of the most common knee injuries – meniscus tears. The meniscus is the knee's shock absorber; when torn, it causes pain, swelling and stiffness. Previous technology made it difficult for surgeons to treat certain tear types, but Ceterix's device allows them to suture the meniscus without an open procedure.

To educate surgeons about its products and how they can be used effectively, Ceterix has both a direct sales team and a large network of distributors.

About Ceterix

- www.ceterix.com
- Medical devices
- Surgical solutions

Goals

- Get insight into content usage and adoption
- Update content in real time
- Help reps identify hot leads quickly

GIVING SALES EASY ACCESS TO USEFUL CONTENT

Ceterix's products are complex so the company needs to make sure its sales team and distributors always have access to the latest information.

This is especially critical for the company's indirect sales division, which spends 95% of its time with surgeons in the operating room answering questions that arise during a procedure.

"When you're in the middle of a surgery, you don't have time to look things up or look through printed material – you need to find the right information immediately," says Anura Patil, Senior Marketing Manager at Ceterix. "To assist them, we need to make sure our sales team has all the latest technical troubleshooting information on hand so they can communicate it to the surgeon as quickly as possible."

Having the most up-to-date information is also important from a compliance standpoint, as incorrect or dated material may fail to meet federal regulatory standards.

Approach

- Provide quick access to content on any device, from any location
- Make content available both online and offline
- Use alerting to help reps sell smarter and close deals faster

GETTING RID OF DISORGANIZATION

Before Showpad, Ceterix stored its sales collateral in Dropbox where it was difficult and confusing for sales reps to find the right piece of content quickly.

"Our reps struggled to find the information they were looking for and links would change as we updated assets with new content," Anura says. "We'd get regular requests from our sales team wanting to know where they could find the assets they needed."

Reps would also frequently lose internet access when visiting surgeons at hospitals or in the operating room. “We needed to make sure all of our assets were easy to find, no matter whether someone was online or offline,” Anura says.

ACTIVATING CONTENT MAKES A DIFFERENCE

Meaningful prospect follow-ups

Showpad also helps Ceterix’s sales team reach out to customers when they view content. While a physician may not be able to meet with a rep a second time, they may watch an instructional video again and again to prepare for a procedure. When this happens, the rep can receive an alert indicating the surgeon’s interest, allowing them to follow up with the prospect at the most opportune time.

“When there’s a quick problem that comes up, they can pull a video or send it as a follow-up. It makes it easier for them to explain something visually and verbally,” Anura said. “At this point, we have a 100% adoption rate within our sales team.”

Up-to-date content in real time

“Today, sales knows they have the latest content as soon as it’s available,” Anura said. “Before, they relied on print collateral, bringing with them any assets they thought they’d need in the moment. Now they are comfortable with Showpad, so they’re using more videos and less printed material.”

Overall, Ceterix has modernized and improved the way its sales and marketing teams collaborate and use content to support the selling process because of Showpad.

Results

- Modernized and improved sales processes
- Developed better alignment between sales and marketing
- Achieved 100% adoption of Showpad throughout sales and marketing organization

Date founded

2010

Location

Menlo Park, CA, USA

Employees

50

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| Anura Patil - Senior Marketing Manager, Ceterix

ABOUT SHOWPAD

Showpad delivers the world’s most powerful content activation platform — one that makes your content incredibly easy to find, present, share and measure. Showpad empowers businesses to deliver their content to the right audience at the right time with the most intuitive and robust content platform. With Showpad, sales and marketing teams work better together to engage with audiences, advance conversations, inspire loyalty and accelerate your business. The Showpad platform can be deployed quickly and scales for any company.