



Lead generation

Hybrid selling for medical technology

Driving sales pipeline and revenue for a global health leader



Biggest Commercial Impact 2024



The brand

Siemens Healthineers is a leading medical technology company committed to pioneering breakthroughs in healthcare. Every day, an estimated five million patients worldwide benefit from their innovative portfolio, which spans diagnostic and therapeutic imaging, laboratory diagnostics, molecular medicine, digital health, and enterprise services.

In the U.S., Siemens Healthineers works closely with healthcare providers—from large hospitals to local medical practices—to expand access to high-quality, cost-effective care. Through advanced technologies and expert support, Siemens Healthineers empowers clinicians to improve outcomes and transform care delivery.



**Hospitals and
Imaging Centers**



Industry:
Healthcare
technologies



**Sales development
reps: 1.5**



**32-month pilot
(Extended)**

Introduction

Opportunity

Outcome

The challenge

Despite advancements in marketing and sales technology that has allowed the sales process in other sectors to become more efficient, medical technology organizations have continued with the traditional face to face sales environment.

Siemens Healthineers recognised the need to modernize their marketing and sales process and embrace “Hybrid Customer Engagement”. Like many of our customers, the team was keen to draw on our expertise in sales development to prove the model.

Siemens Healthineers understood focus was critical to effectively prove hybrid marketing and sales development. As such, they chose one of their leading imaging products to pilot, while selecting a niche in the U.S. healthcare market that was not heavily served by their traditional sales model.

Over the course of 12 months, we committed two full-time sales development representatives, a dedicated account manager, a sales enablement platform and data activation. Our programme extended for a further 10 months with one full time SDR and continued on for a third year.

This team ran proactive activity to engage key buyers through omni-channel sales outreach, while partnering with the marketing team in the U.S. to increase the conversion of leads from marketing campaigns.

The result? Highly qualified leads which quickly converted through the sales pipeline to revenue. Proving the value of SDRs for Medical Technology providers.



SQLs:
156



Sales Pipeline:
\$42.5 Million

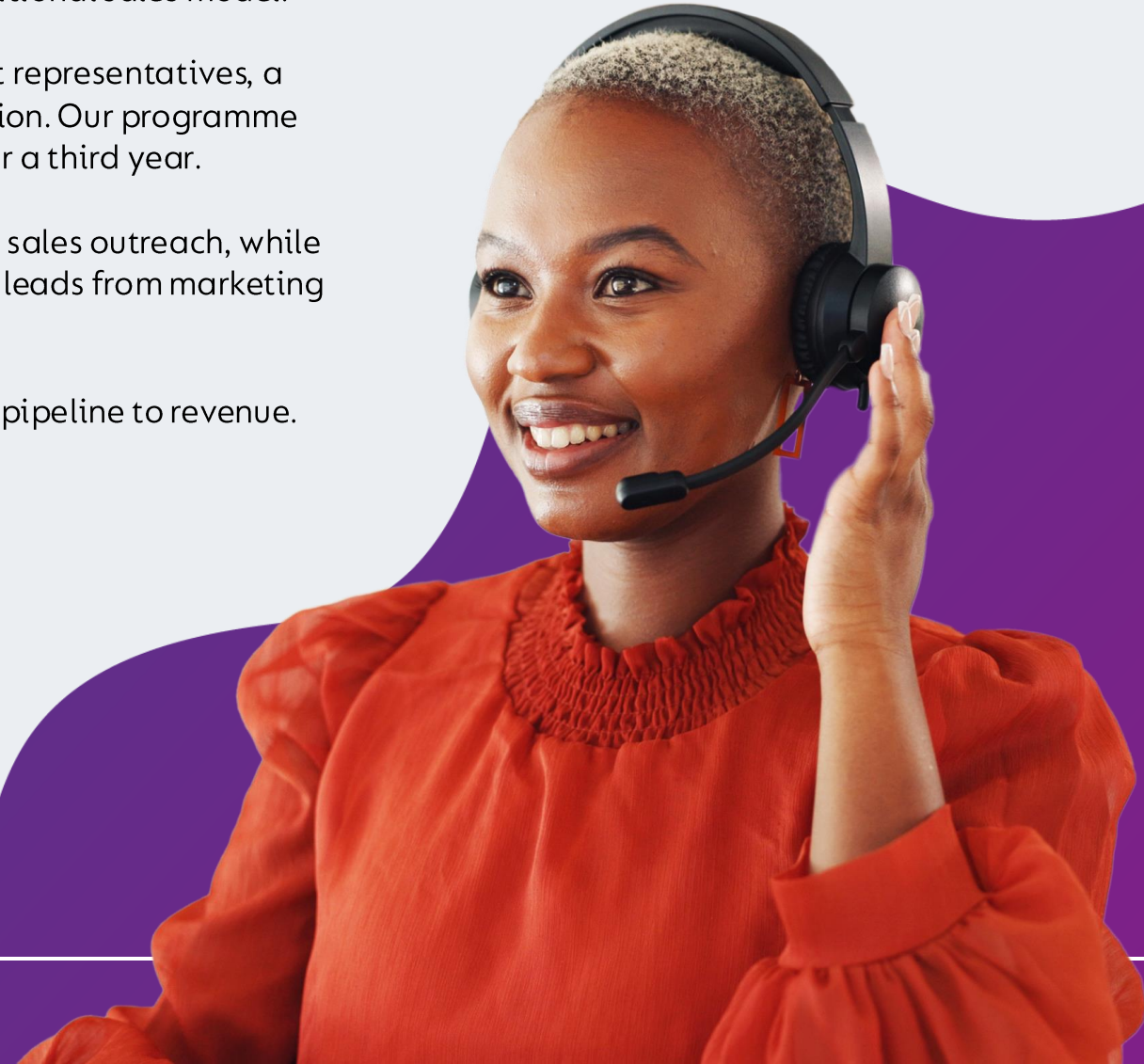


ROI:
2559%

Introduction

Opportunity

Outcome





Rosanne Darrow
Vice President, Marketing and Communications - Siemens Healthineers

“In the first 24 months we've accomplished close to ten million dollars in white space markets through the durhamlane Siemens Healthineers collaboration. Helping us to prove the value of Hybrid Marketing and Sales.”

Changing how Siemens Healthineers engages customers is a transformational journey, requiring close alignment between the marketing and sales teams. The relationship went beyond transactional, as we took additional time to understand the sales team's challenges, improving lead nurture beyond the point of handover.

As a result of our revenue-focused opportunity nurturing programme, durhamlane re-energised disengaged opportunities, leading to approximately 50% of the closed-won revenue from this pilot.

The programme results show a 2559% ROI, and an 11-month acceleration in the sales forecast. Our engagement proved the value of SDRs in a Medical Device setting in North America, leading to the development of their internal teams and the expansion of our relationship worldwide.

Introduction

Opportunity

Outcome