

The highlights

All the **quotes, statements and calls to action** that caught our attention at Medtech Commercial Leaders Virtual Forum 2020

“ You also have to accept to fail

Salvatore de Meo
B Braun Aerocapsular

On the need to adapt to market needs - and be bold and kill projects that don't work

“ The Relationship between HCPs and Sales teams has been completely transformed

Laurent Decory
Aurealis Therapeutics

On the fact that digitalization is now everywhere

“ It accelerated customer centricity

Mark Taylor
Blackdot

On the positive impact of COVID-19 and how it accelerated the digital transformation

“ We differentiate by becoming a trusted partner

Randi Thal
Belimed

On focusing on the hospitals that value your company's key differentiators

“ Sales is not about showing brochures anymore

Torsten Fischer
Zoll

On the need for reps to be clinically educated to be able to help HCPs support their patients

“ We prefer doing and learning - not learn, learn, learn only...

José Manuel Berná Niñerola
YGON

On the need for a trial-and-error culture to get things done quicker

“ It's difficult to make them follow

Jurgen Kelch
Getinge Group

On the need to use available market data to make the sales force and distributors prioritize which customers to target

“ Commercial model innovation is not a choice, it's a necessity

Salvatore de Meo
Cetas Healthcare Insights

On the growing demand for holistic solutions and new pricing models

“ Companies need the ability to collect data to act on customer behaviour

Nicolai Nygaard Worsoe
Agnitio

On medtech companies' growing need to find remote meeting technologies that help personalize engagements