

# DAVID BAGGA



**WIN YOUR SALES CAREER**

**Why Medical Device Sales?**

# Why Medical Device Sales? What can the Industry do for You as a Candidate?

There's an old saying about popularity. Everyone wants to be a part of something popular, be associated with someone popular, or part of the "In Crowd" because it's popular, but they don't know how to join a popular club. In the chapter 1 we discussed the important question "Why Sales?" and I listed some critical reasons for people to break into a sales career and what a career in outside sales can do for you from a lifestyle standpoint and a career standpoint. In this chapter, I want to go over why the medical device sales industry is so popular and the reasons why people want to join the medical device sales industry.

The medical device industry in a nutshell is like being part of an elite fraternity: Once you become a member/sales rep, you'll be selling for a great company, industry, and more importantly you'll be extremely successful and it will open a good amount of doors up for you throughout your medical device sales career, and more importantly, you'll be a part of something popular and that can help a sales rep with many things like confidence, happiness, will to be successful, etc.

There are so many different directions you can go in the medical device industry. For example, there's OR (Operating Room) sales, surgical sales, capital equipment sales, disposable sales, oncology, neurology, aesthetic equipment, etc. and that's only a few divisions, there's hundreds more.

Did you know the medical device industry generates over \$90B/year and there are over 90K jobs every year? That's not a typo, over 90K jobs/year! Think about that for a few seconds, pretty crazy right? It's our job as medical device sales recruiters to help fill those job openings with the right people for the right organizations. Here are some reasons why people love working in the medical device sales industry:

- 1. Unlimited growth potential** – As hardcore sales reps, when you're entering that big next step of your sales career you don't want to be capped on anything (especially income and growth) and you want to know the potential to grow is there, and the medical device sales industry provides unlimited growth to every rep that enters in. I tell candidates all the time via phone when I'm screening them for medical jobs I'm filling that these medical device companies "don't set you up to fail, they set you up to grow and succeed, but it's up to you to take their plan they've given you as a medical device sales rep and run with it in stride." I say this because even though people know there's unlimited growth potential in medical device sales, to grow with a company, it still falls on you the sales rep to perform and exceed the expectations an organization has for you.
- 2. Flexible Schedule/Hours** – A lot of reps I've placed in my time as being a medical sales recruiter value the medical device industry because of the flexibility it gives them, and the flexibility that comes with their jobs. It's important to remember in hardcore medical device sales jobs, there might not be a local office you're checking into every day, meaning you as the sales rep, will have more flexibility to make your own hours and handle your business. BUT, it's important to note that the top-performing medical device sales reps are usually always in the field working, building relationships, prospecting, selling, and most importantly closing and delivering results. Sometimes I've heard medical device reps say that there's a feeling of being self-employed because they don't see their boss everyday or they're hopping on a plane to cover part of their multi-state territory which can be a benefit to the job.
- 3. Clients/Relationships** – A lot of medical device reps enjoy the clients that turn into customers in the industry and the relationships they build with these customers. There's a healthy amount of the doctors, nurses, HR staff, and c-level decision makers that will wind up meeting you, buying from you, recommending you/your product service, and then use your product/service on patients in a hospital or the desired call point that you're calling on as a sales rep. The big difference between a lot of medical device sales jobs and B2B sales jobs like payroll, uniform, and copier sales jobs is that medical device sales jobs are what I call an R.D.S also known as a Relationship-Driven Sale.

A b2b job is more transactional and after you sell the product/service, you're onto the next account or next client and there's no real relationship that gets built. A medical device job is about building long-term relationships with this hospital, doctor, or call point. A lot of feedback I get from medical sales reps is that they genuinely enjoy the medical device sales industry because of the relationships they wind up building and then turning those relationships into sales and later on referrals.

**4. Territory Management** - One of the first answers I usually get from sales reps when I ask them why they want to break into medical sales is "I want a bigger/sexier territory than the 5-10 zip codes I have at my outside B2B sales job now." In my opinion running a big territory, or managing and growing a multi-state territory like California, Nevada, Arizona, Colorado and Utah is a huge selling point and it's a big perk to the job. In a way when you have a territory that big you get an opportunity to become the "Mayor of your territory" and you become the boss. You as the sales rep become the relationship builder, the closer, the difference maker, and more importantly you become the one responsible for growing the territory.

You're not drying up or saturating your territory over and over again. Depending on the medical device company and the sales position you wind up winning, there's usually a lot less bodies in bigger territories too which allows you as the sales rep to become the go-to person that people rely on in that territory.

**5. MONEY** – Obviously money and the income potential you can make as a hardcore medical device sales rep is important when you're trying to break into this industry. A lot of reps I've placed in the medical device sales industry notice that in medical device the cliché is true: "The harder I work, the more money I earn." With sales reps, money is a tool for building self-esteem weekly/monthly/yearly, and if you work hard in this industry, you will earn a good amount of money and become a successful medical device sales rep.

I remember when I was working as an outside sales rep at a fortune 500 B2B payroll company, my regional zone manager told me if I worked harder than the other reps on the teams I'd make right around \$105K which was over 100% of the YTD plan.

There were over 60 of us in our branch/zone and at the time there were only 5-6 reps that were making \$100K or more. The rest of us had to scrape and claw to make \$70-80K and come close to hitting our year end goals. What you'll typically find in a B2B company's sales force is that usually 10% or less of the sales reps are making great money.

Think about this, a 2015 survey said the average b2b/outside sales rep or median makes right around \$68K with the top 10% of outside sales reps making roughly around \$115K. However, In medical device sales, what we found was that the way the companies structure the comp plan/perks, usually about 30% of the sales force is making a great income. In 2016, a report from a medreps.com ( A medical device job board which I highly recommend using by the way) noted that the average income for a medical device sales rep was right around \$137K ~ with a base right around \$73K.

**6. Making a Difference** – Okay, so this might not be the “top reason” to get into medical device sales, some people might list a better paycheck or company car plus a gas card, but it certainly is a big reason why a lot of people want to break into medical device sales and why the industry is so popular. I feel it everyday and I'm on the recruiting side of the medical device industry, so imagine how the reps feel that are catering to these call points like hospitals, operating rooms, nursing homes, wellness centers, etc. Think about this for a second, if you break into the medical device industry, you might get the opportunity to sell devices/medical services that change or even save people's lives daily.

This is the one industry where that has the potential to happen everyday of your work week. I've heard medical device sales reps tell me that they'll make a sale on a piece of equipment with a doctor, and that piece of equipment will be used in surgery and it will help someone that's in pain or needs it and knowing they were a part of that process is a big deal because you're saving someone's life and you're making a huge difference. I think it's important to note that there's a sense of pride that comes with selling these medical devices/services too and it's something you can be proud of knowing you're making a difference as a medical device sales rep for years to come.

**7. U.S. Market is the Best Market for Medical Device Sales Reps\_**– The U.S. is the market and innovative leader in many things, including the medical device/life sciences space and has been for quite some time now. As potential medical device sales reps, there's no better market to sell into than the U.S. market because you're working in an industry and a country with exponential growth rate year over year. It's important to think about the future growth rate and being a part of that growth rate, especially for millennials since more than 50% of the U.S. workforce will be millennials by the year 2020.

### **Action Items – Why Medical Device Sales?**

1. What are your thoughts on the medical device sales industry after learning more about the industry and why people make a career/living out of it?
2. Do you see yourself finding success in the medical device sales industry?
3. What makes you want to start a career in medical device sales?
4. What questions do you have about the medical device sales industry?

# Conclusion

All the above-given details and the step by step guide to becoming a medical device sales rep or breaking into medical device sales will help you kickstart your journey. While the landscape of the healthcare industry is continuously changing, there is no shortage of opportunities for you because of technological developments. And you will only realize how much money you can make as a medical device sales rep once you have stepped in. Start today!

## About David Bagga Company



We are leading provider of Sales Talent in the Medical Device and B2B Industries. We help our clients build Winning sales teams by attracting the best Sales Talent in the country. We specialize in bringing our customers top performing Sales candidates that will make a difference in driving growth and outperforming the competition.

Our Clients range from blue-chip companies to leading edge small, medium and startup enterprises.