

April Mentor Journal

His company markets the product by getting others to refer him. He is in the sales department so he asks for people to recommend him. However, many of his clients are older clients and there aren't many surgeons up here. About nine in northern Michigan. He does have a quota and if he meets it he will get a bonus for that month. His company also distributes articles on the part and studies. Anonymous testers test all the parts and tells what is good and bad about all the different surgical parts out on the market. It's like free publicity in the medical field and they do pay a bit more to have a separate article of the one manufacturer "Zimmer".

His quota for the month was half of what the quota was in Southern Michigan, so he had to fill a large order and never came close to it. He suggested to the company top reduce the numbers and he showed the population to surgeon difference and they listened. He has a huge influence because he has been working with the company so long.

Mark is the head salesmen in Northern Michigan, He goes hospital to hospital demonstrating and talking one on one with the surgeons and the patients. He has contact with customers often, usually when they have questions about his product in terms of the procedures because the surgeons don't exactly know all the facts sometimes.

His company does have a webpage, a Facebook page was just recently launched and has had a linked in for a while. They try and reach all their audience because spinal surgeons are very common so they need to target them specifically.

Without marketing the company wouldn't make any money, there would be no way to make a name for yourself especially in such a specific field and application.