



BREAKING THE SALES CYCLE BARRIER

How a HealthTech Platform Reduced Sales Time by 58%



Client Overview

A healthcare technology company providing patient engagement and care management solutions for healthcare providers. With 80 employees and \$12M in ARR, they had a strong product but struggled with exceptionally long sales cycles.

The Challenge

Despite delivering proven clinical and financial outcomes, the company's sales process was hampered by the healthcare industry's notoriously complex and lengthy purchasing decisions. Multiple stakeholders, committee reviews, and competing priorities regularly extended sales cycles beyond a year, creating cash flow challenges and limiting growth.

→ Key Issues Included:

- Average sales cycle of 14 months
- Clinical, technical, and financial stakeholders requiring separate selling motions
- Implementation concerns creating late-stage hesitation
- Limited visibility into prospect decision processes
- Sales team struggling to maintain momentum through lengthy cycles
- Competitive displacement difficult due to risk aversion

Our Approach

We implemented our Healthcare-specific Growth Accelerator program:

1. Sales Process Mapping:

- Conducted comprehensive analysis of successful vs. stalled deals
- Mapped healthcare organization decision processes
- Identified key stakeholders and their primary concerns
- Measured conversion time across sales stages

2. Strategic Redesign:

- Developed stakeholder-specific value propositions and materials
- Created healthcare-specific qualification framework
- Designed multi-threaded engagement strategy
- Established implementation pre-planning approach

Internal System Improvements to Sales Cycle Time



3. Implementation:

- Deployed stakeholder management tools and templates
- Implemented ROI modeling for financial justification
- Created clinical validation framework
- Developed technical integration assessment methodology

4. Enablement and Measurement:

- Trained sales team on healthcare decision processes
- Established leading indicators for deal health
- Created momentum-maintenance playbooks
- Implemented weekly optimization cadence

Results:

Within 9 months of implementation, the company achieved:

- **Sales cycle reduced by 58%** from 14 months to 6 months
- **Pipeline accuracy** improved by 52% for forecast reliability
- **Stakeholder engagement** increased from average of 2.1 to 4.3 per opportunity
- **Late-stage stalls** reduced by 67%
- **Average deal size** increased by 24%
- **Total revenue grew by 63%** year-over-year

The sales acceleration enabled the company to significantly improve their cash flow position while maintaining their strong clinical outcomes and customer satisfaction.

Contact



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