



**Bonfire
Analytics**

Customer Spotlight:

How Point Designs Multiplied Sales Efficiency by 3x

Overview of Point Designs

Point Designs is a Boulder-based company that creates heavy-duty prosthetic solutions for people with finger and thumb amputations. With a focus on innovation and success, Point Designs helps people with upper limb loss and limb difference regain their mobility and grab life again. For more information, visit www.pointdesigns.com.

Sales & GTM Challenges

While Point Designs has continued to grow as a business, the team had initially struggled to create a repeatable and scalable go-to-market motion, relying primarily on existing business relationships for expansion.

As such, the approach to sales grew reactive to inbound interest, without much focus on a targeted outbound commercial strategy. In fact, the team felt it would be largely uneconomical to go out and knock on the doors of clinicians without a proper game plan centered around those who were actively supporting the core business segment.

According to Point Designs Director of Sales & Marketing, Mike Benning, "We were very much flying blind without having any forward-looking data that helped us identify and prioritize which accounts to target within any of our market segments."

Bonfire Analytics Impact

After establishing a partnership with Bonfire Analytics, Point Designs has gained much-needed visibility into the entire prosthetic market. Through Bonfire's web-based platform, the Point Designs sales team now has a detailed understanding of:

- ✓ Medical claims trends for patient populations with finger/wrist/arm amputations
- ✓ Prosthetists, orthotists, and surgeons across the country who are seeing such patients and would benefit from utilizing Point Designs products
- ✓ The affiliated healthcare organizations such as physician groups, hospitals, and health systems that serve as target accounts for broader partnerships

In terms of value creation, Mike says that **"Bonfire Analytics is now our sales windshield that empowers us to be proactive, with our CRM serving as the rearview mirror."**

After just the first year of the partnership, the data/insights provided by Bonfire Analytics have allowed Point Designs to define territories to allocate sales & marketing resources, resulting in a 3x increase in overall sales efficiency through optimized management of expenses, time, and sales rep productivity.

Especially as it pertains to sales rep performance with this data-driven territory assignment, the Point Designs leadership team has been delighted to see the parity across the board, with each of their sales representatives occupying the top spot at various times within the calendar year.



Long-term Partnership Outlook

In working with Bonfire Analytics, Point Designs continues to grow rapidly and looks to continue strengthening the partnership over the coming years.

"If we're going fishing, it pays to fish where the fish are, and Bonfire Analytics helps us to do just that. We feel proud to be a valued partner of Bonfire and are excited to grow with them moving forward."

Mike Benning

Director of Sales & Marketing