

## Situation

With 100s of robots deployed across Asia and Europe, they recently opened an office in Boston to break into the US Market. The Client Team needed a partner who understood how to build an outbound inside sales team from scratch.

## Approach

The client has several different robots and applications. To start, they wanted to focus on material transport robots for hospitals. We worked together to identify good-fit hospitals and health systems that seemed to be more likely to purchase a robotic system based on their investments and future plans.

## Results

Our Original goal for the first 4 months was 32 meetings. We ended up exceeding the goal and booked 40 meetings. All with large hospitals like Mayo Clinic, RUSH, Cleveland Clinic, etc...



**Quick wins**  
**40 meetings**  
in 4 months