

You owe your sales reps a compelling value proposition



If you want to keep your top reps, you have to arm them with a value proposition compelling enough to win in today's market.

In clinical research, sponsors want faster, more cost-effective paths to approved drugs.

To stay competitive, CROs have to adapt and innovate faster than ever. For instance, combining Real-World Data and Real-World Evidence with Artificial Intelligence was once a unique differentiator but has evolved into a required capability.

Two recent examples:

- IQVIA's partnership with NVIDIA and NeMo is embedding AI into trial design, analysis, and predictive modeling, compressing timelines and improving quality.
- Cognizant's tech enablement is powering digital infrastructure that sponsors, sites and/or CROs can plug into for speed and scalability.

The question isn't whether CROs need to make these investments. They do.

The question is whether you have equipped your reps to:

- understand how this service creates value for the client
- demonstrate how your offering stacks up against the competition
- articulate the value of those investments to create deal winning leverage

Your reps can't sell what you haven't defined.
Your clients can't buy what your reps don't understand.

When we teach our reps how to engage the client in a value-based conversation, it opens a lot of potential for growth and partnership.

Sales Ready Talk Tracks...{insert YOUR value driver}

- "Walk me through your AI + RWE integration approach? {We've deployed machine learning to detect early signals and optimize trial design.}"
- "Are you exploring ways to reduce trial costs through real world data augmentation? {We've helped sponsors blend RCT and RWE to streamline endpoints and reduce protocol complexity.}"

When reps are armed with a compelling value proposition, can articulate it with clarity, and align it to what clients want, need, and expect, they build the kind of success that keeps your top talent engaged and loyal.

Do your reps believe they have a competitive solution and do they understand why it matters to the client? If the answer is not an immediate yes, the risk is not just losing the deal. It is losing the very people you cannot afford to replace.

Who is Match Vertical Partners?

MATCH VERTICAL PARTNERS is a sales transformation organization led by industry experts, dedicated to creating sustainable growth for our clients. We empower sales leaders to build high-performing teams rooted in integrity, value, and service, through a holistic, bottom-up approach. We provide business development and sales consulting, technology solutions and vertically aligned sales strategies designed to accelerate your revenue growth.

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