

# DrDoctor

DIGITAL HEALTHCARE & PATIENT ENGAGEMENT PLATFORM

## Inspiring a sales culture and building a sales playbook & process into a healthcare software organisation

### ABOUT DRDOCTOR:

DrDoctor's cloud-based patient management tools automate and virtualise processes and care, so that Doctors can focus on their patients, and that patients can engage as true partners in their care.

### COMPANY SIZE:

51-200 employees

### INDUSTRY:

Hospitals and health care

### SBR SERVICES:

Sales enablement, sales performance, revenue growth strategy, sales playbooks & sales guides, sales training, account management

New clients

1/3 reduction  
in sales cycle

Improved  
prospecting

### What did DrDoctor want to achieve?

The market was growing significantly, and to match that, DrDoctor brought on new members of their team. The objective was to ensure that everybody was delivering in a consistent manner, had a clear track to run on, and move away from founder-led sales. When they started looking at external partners, DrDoctor wanted someone who matched their values and worked the same way they did, where adopting a consultative approach and listening are at the forefront.

### The results

DrDoctor have seen a reduction in sales cycle time by a third; improved efficiency in their prospecting approach; and since working with SBR have brought on five new clients.

### SBR's approach

The approach SBR took to create DrDoctor's Sales Habits of Success was to start with a capability report which outlined the key areas of focus required to help the team reach their objectives and prioritised recommendations. The goal was to listen to the team, understand what DrDoctor needed, and then work with the individuals to build out a sales playbook & process which mapped to the complexities of the healthcare market.

SBR then built out a playbook which included the mapped sales & buying process, identified marginal gains on landmark deals, provided lightbulb questions, and outlined frameworks on dealing with common challenges and objections. The entire sales team and all the account managers were then trained using the playbook. SBR provided the DrDoctor team with a set of resources and frameworks that they could immediately adopt to gain maximum business value out of all client-facing discussions.

DrDoctor are proud of their culture with a team of people that are passionate about what they do. SBR understood the importance of this and built a programme that complemented their values, build on their identify and passion, and aimed to augment and improve what was there already there rather than create a totally different sales culture. This was fundamental to the long-term success and lasting impact of the programme.



"The thing I really like about SBR is whilst they have a strong methodology, it's clearly not a 'one size fits all,' and it's changed to suit every business. "SBR understood the personality of the business and brought that into their engagement with us. It was professional, the quality and speed of output was exceptional and really inspiring. The more junior members of our team saw what good looks like, and it's really helped them level up their game."

Tom Whicher  
Founder