



**THE 5 STEP PROCESS  
TO DEVELOP A HIGH  
PERFORMING  
MEDICAL SALES TEAM  
THIS YEAR**



# NON- CUT- D- O- R- T- N-

High-performing teams have always been crucial to success in the medical sales sector. Studies from Gallup show that highly engaged, productive, and collaborative teams can lead to 21% higher profitability in any organisation. In an era of growing skill shortages and employee turnover, building a high-performing team can help you retain crucial talent.

High-performing employees are 87% less likely to leave their employer for better opportunities. Unfortunately, building and maintaining a high-performing team is increasingly difficult in today's complex business landscape.

The uncertain economy, evolving recruitment trends, and changing employee priorities mean many business leaders struggle to not only recruit the right medical sales talent but also consistently nurture and preserve high levels of engagement.

The good news is that with the right plan, you can develop a more profitable and engaged team and build resilience into your workplace culture, ensuring you're prepared to tackle an ever-evolving array of challenges in the medical sales landscape.

Here's your five-step guide to building a team that consistently performs in the face of new evolutions, challenges, and opportunities.

# What is a High-Performing Medical Sales Team?



Before diving into the crucial steps in building and retaining a high-performing team, it's important to clarify how high-performing teams differ from their peers.

They aren't just productive and efficient in the workplace; they are defined by a specific set of characteristics, such as:

**Clearly defined goals and priorities:** High-performing medical sales teams are aligned in their focus, goals, purpose, and priorities. They work collaboratively towards a shared vision, and each team member is accountable for ensuring ongoing success.

**High levels of engagement:** Because high-performing teams have clear goals and an established purpose, they're typically more engaged and productive. They're connected with their colleagues and have a good work/life balance, minimising the risk of burnout.

**Effective communication and collaboration:** A collaborative workplace and strong communication skills are central to a high-performing medical sales team. Effective employees are emotionally intelligent, empathetic, and skilled in overcoming conflicts.

**Openness to feedback:** High-performing teams foster a culture of continuous growth and improvement through open and constructive two-way feedback. They respond positively to insights from their peers and feel comfortable sharing ideas, concerns, and suggestions.

**A growth mindset:** These teams adopt a growth mindset to ensure constant innovation and development. They learn from their mistakes, respond well to challenges, and show resiliency and dedication to continuous learning.

**Equity, diversity, and inclusion:** DEI initiatives are common in high-performing teams, as diversity often catalyses growth and innovation. Cross-functional collaboration paves the way for consistent knowledge sharing and peer learning.

In today's complex workplace, building a high-performing team that shares all of these characteristics can be challenging.

Many organisations will need to re-evaluate everything from hiring key employees to ensuring ongoing engagement, building effective company cultures, and developing their team members.

Let's dive into our step-by-step guide to build your high-performing team.



## Step 1

### Strategic Team Composition

The first step in developing a high-performing medical sales team is analysing your existing workforce, business goals, and recruitment targets. To determine exactly who you need to hire and which skills will benefit your team in today's world, you need to set clear organisational goals.

Bring key business leaders and stakeholders together to identify a strategic roadmap for growth, connecting your recruitment targets to your wider goals as an organisation.

For instance, this year, your goals may be to expand your workforce, branch into new markets, and build a more skilled workforce to adhere to changing trends.

To do this, you may need to fill certain gaps in your talent pool.

Consider:



#### **Which skills are currently essential to reaching your goals?**

Which team members do you rely on in your business to ensure you outperform the competition, attract and retain customers, and maintain profit margins? How many team members do you currently have with these skill sets, and are core competencies in your workforce changing in any way due to digital transformation or changing market dynamics?





### **Which gaps do you have in your talent pool?**

Which skill sets aren't available in your existing team, and how important are they to your long-term goals? Do you need to hire more digitally literate employees to adhere to the growing presence of new technologies like AI and automation in the medical sales space? Do you need more people with leadership skills and a growth mindset to ensure ongoing growth and resiliency?



### **Where can you develop skills, and where do you need to hire new employees?**

Which team members already show proficiencies you can build on? Do you need to hire a range of new employees, develop and train a handful of internal team members, or both?

When planning how to develop your team, remember the importance of diversity. According to several [LinkedIn studies](#), diverse companies produce up to 2.5 times more cash flow per employee and achieve 35% better productivity.

Embracing diversity in your recruitment and business development strategies will help you attract a wider selection of talented team members, boosting your employer brand and increasing engagement among existing members of the team.



## Step 2

## Partnering with Recruiters

There are numerous ways to approach recruitment when building a high-performing medical sales team. Some business leaders mistakenly think an in-house process will save them time and money when finding talent. However, in a skills-short market, around 80% of businesses face constant difficulties filling job roles.

A medical sales recruitment company gives you a critical edge when building the ultimate team, leveraging tailored strategies specific to your goals and needs to boost your chances of success.

They will save you money long-term by ensuring you make the right hiring decisions, focusing on employees who will benefit your company culture and stay with your business longer. Working with a medical sales recruitment company gives you access to benefits like:

### A broader talent pool:

They will expand your reach to top talent, helping you find potential employees from various environments. Thanks to their extensive networks, they can access active and passive candidates and help you connect with emerging candidates and graduates to expand your reach.

### Improved diversity and inclusion:

Diversity is crucial when building a high-performing medical sales team, but unconscious bias can still hinder diverse hiring decisions. A recruitment company can help eliminate unconscious bias using different strategies and step-by-step guidance throughout talent sourcing.

### Enhanced candidate experiences:

Recruiters can work with you to improve the candidate experience and boost your chances of talented candidates accepting your job offer. They can support you in designing more effective job descriptions, help you communicate regularly and transparently with job seekers, and collect feedback from candidates.

### A more powerful employer brand:

The expertise and insights a medical sales recruitment company has into your industry can help you build a more powerful employer brand and employee value proposition.

### Valuable insights and expertise:

Recruitment companies' expertise in the hiring landscape is invaluable to business leaders. The right team can assist you in developing stronger interview processes and help you understand how to hire the right balance of employees to support your company culture. They ensure you have the best opportunity to hire team members who are the right fit for your organisation.



### Optimised recruitment strategies:

Recruitment teams save you time and money on the recruitment process, tackling various tasks like talent sourcing and filtering on your behalf, so you have more time to focus on making the right decisions for your medical sales landscape. Some can even leverage cutting-edge tools, like AI and applicant tracking systems, to bring more efficiency into your recruitment process.

When choosing a medical sales recruitment company to partner with, look for an agency with extensive experience working with talent and employers in your sector. Ensure your chosen company can also offer the right level of support, whether working with you consistently on building a talent pipeline or assisting you with employer brand development.





## Step 3

### Planning Ahead

Developing the ultimate high-performing medical sales team doesn't only mean hiring the right candidates to fill talent gaps in your organisation. You also need a strategy to adapt to changing sector dynamics.

Start by considering how your talent needs may differ over time as new trends emerge in your industry. For example, businesses now struggle with an IT skills gap. Digital literacy is becoming crucial to success in every sector as companies embrace various innovative tools and technologies.

Next, think about your succession strategy. How will you identify talent readiness in your company and determine which employees are ready for promotion and new responsibilities? How will you prepare your team members to take positive steps forward in their career paths? Other key steps to take to ensure you're prepared for the future include:

#### Nurturing Effective Leaders

Diversity is crucial when building a high-performing medical sales team, but unconscious bias can still hinder diverse hiring decisions. A recruitment company can help eliminate unconscious bias using different strategies and step-by-step guidance throughout talent sourcing.

#### Building a Resilient Company Culture

Resiliency will be essential in the years ahead as medical sales market dynamics change. Create team resiliency by building a collaborative company culture, focusing on shared trust, accountability, and support. Look for ways to minimise burnout with wellness programmes and support team members in the quest for a better work-life balance.

#### Investing in Salary Benchmarking

While salaries aren't the only thing that encourages employees to stay with your business, ensuring fair remuneration can help reduce turnover. Ensure you closely monitor whether you pay your team members what they're worth. Find ways to offer benefits that offset lower salaries, such as flexible working options.

It may also be helpful to host regular meetings with your medical sales recruitment company where you can assess your current team dynamics and source insights into growth opportunities.





## Step 4

### Constantly Evaluating Soft and Hard Skills

As the medical sales landscape continues to change, constantly investing in the development of your team members is crucial to maintaining high levels of performance. Technical proficiency is important, and many characteristics of high-performing teams revolve around soft skills and transferrable skills that boost team resilience.

Most employers say they need to see evidence of essential soft skills in their team members, often starting with a capacity for adaptability.

Assessing and building on your employee's soft and hard skills will help you to create a more agile team that can adapt to changes in your industry. Look at factors like:



#### Emerging hard skills

Diversity is crucial when building a high-performing medical sales team, but unconscious bias can still hinder diverse hiring decisions. A recruitment company can help eliminate unconscious bias using different strategies and step-by-step guidance throughout talent sourcing.



## **Emotional intelligence:**

Emotional intelligence is becoming increasingly important in today's medical sales landscape, particularly as the space evolves. A high level of emotional intelligence ensures candidates can stay resilient in changing market dynamics. It also allows employees to preserve their mental and physical health, reducing the risk of burnout and absenteeism in your organisation.



## **Transferrable soft skills:**

Certain soft skills are essential in all industries. The ability to communicate clearly, manage time effectively, and work well with others will be valuable for all your team members. Consider implementing training initiatives, mentorship, and peer learning programs that will help develop soft skills.

It is also important to think about how you'll monitor the success of your high-performing teams. Which metrics will you regularly assess and review, such as employee engagement levels, the ability to adhere to deadlines or customer satisfaction scores?

Ensure your team members know how their performance will be analysed. Regular meetings between business leaders and staff to promote open communication and strategic professional development.



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## Step 5

## Continuous Improvement

The best medical sales high-performing teams are constantly evolving. In fact, it is a commonly recognised fact that high-performing teams are more effective at implementing innovations and changes than most. However, to take advantage of this, companies and business leaders need to ensure they're nurturing continuous improvement.

The best way to build a constant growth and development culture is to nurture a growth mindset in your medical sales employees.

Encourage regular self-assessment, ask them to examine their strengths and development needs regularly, and look for improvement opportunities.

Help them to see failures and mistakes as opportunities for growth, and create an environment of psychological safety where your people will feel comfortable taking chances and trying new things.





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Other effective ways to encourage continuous improvement include:



**Implementing iterative processes:** Encourage your medical sales team members to be agile and experimental. Show them how to evaluate the success of various initiatives and activities and work collaboratively to improve processes based on your discoveries. Give your team members autonomy to experiment with new strategies whenever possible.



**Nurturing two-way feedback:** Feedback is crucial to optimising the performance of any team. Business leaders must share valuable, meaningful, and actionable feedback with staff members, celebrating their successes and helping them overcome failures. Similarly, leaders need to be open to receiving feedback from team members and sourcing insights into improving processes.



**Exploring training opportunities:** Experiment with various development strategies, from one-on-one mentorship programmes to on-the-job training, to develop practical experience and gather insights into which development opportunities drive the biggest benefits for your team.

It's also worth encouraging your team members to constantly expand their knowledge of the medical sales industry and their networks. Share valuable industry news with staff members during regular monthly reviews and meetings.

Ask staff members to attend medical sales events and conferences to listen to keynote speeches, connect with other professionals, and engage in workshops. Promote cross-functional collaboration between different business groups to unlock diverse insights and opinions that can help you take positive steps towards future growth.



# About Advance Recruitment

Advance Recruitment is a specialist medtech recruitment agency with a focus on filling commercial positions such as management, sales, marketing and clinical training.

Founded in 1997, we are the longest established recruitment agency in our sector.

Based in Manchester, our in depth knowledge of the medtech sector allows us to help our clients attract the brightest talent and enables our candidates to build exciting and fulfilling careers.

We work with everyone from large, blue-chip multinational companies to SMEs and start up organisations.

## Memberships



Corporate  
Member

The REC is the voice of the recruitment industry, speaking up for great recruiters.

It drive standards and empowers recruitment businesses to build better futures for their candidates and themselves. They are champions of an industry which is fundamental to the strength of the UK economy.

REC members are recognised for their professionalism and the value they provide to clients and candidates. If a recruitment agency displays the REC logo, it's a sign of quality. It demonstrates that they have passed the REC Compliance Test and adhere to their Code of Professional Practice.

Advance Recruitment's values are aligned to that of the REC and you are guaranteed a high standard of ethical conduct and professional behaviour.

## Next Steps

Connect with us on LinkedIn:

- [Follow our company page](#)
- [Karen McCurdy - Director](#)
- [Dave Johnson - Director](#)
- [Liv Riley-Joyce - Senior Recruitment Partner](#)
- [Clare Brennan - Resourcer](#)
- [Jasmin Williams - Talent Partner](#)

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If you are looking to expand your team, please do not hesitate to give us a call to see how we can save you time on your hiring process.

Call: 0161 969 9700



[info@advancerecruitment.net](mailto:info@advancerecruitment.net)



[www.advancerecruitment.net](http://www.advancerecruitment.net)

## Spencer Martin, Business Manager

Its a 10/10 from me! Liv Riley-Royce managed the recruitment process. She was extremely professional in her manner, listened (very important), clear in her communications and overall a pleasure to work with. This was the easiest recruitment process I've been through.

## Andy Massey, Sales & Marketing Manager

I started dealing with Advance probably 10 years ago, and they have helped me enormously throughout my journey. Always enjoyed speaking with Dave, Liv and Karen. Had excellent support and advice throughout, and always felt Advance were looking out for my interests, not just to get a sale.

I quickly found myself calling Advance first because of the service. As I've got to know key people at Advance, and as they've got to know me, it's created an excellent working relationship. I feel Advance know the type of candidate I hire, and also the type of role that would be a great fit for me.

I am 100% willing to recommend to colleagues and they are the first people I recommend to anyone who mentions medical recruitment.

## Nick Roberts, Sales Director UK and Ireland

Sourcing and selecting talent is one of, if not the most important aspect of a managers role. To build a highly successful, diverse, collaborative & motivated team you need the right people with the right skill sets and the desire to succeed. To help you do this it is imperative that you partner with a recruitment team that knows you and your business inside out and more importantly can identify and source the right people for you.

I have been in medical sales for 29 years and worked with many recruitment teams along the way. Lately I have been working with Advance Recruitment and Karen McCurdy who have been first class. You are not fed CV's en masse but given a select few that they know will suit you, your business and compliment your team dynamics. Advance Recruitment and Karen are a very valuable extension of my team!

