CASE STUDY

STREAMLINING SALES AND FUELING DATA-DRIVEN GROWTH FOR ETHOS THERAPY SOLUTIONS WITH SUGARCRM

ABOUT ETHOS THERAPY SOLUTIONS

Ethos Therapy Solutions is a leader in the healthcare industry, dedicated to providing innovative, air-fluidized therapy solutions that improve wound healing outcomes and reduce the overall cost of care. Founded in 2008, their mission is deeply rooted in the value of care. They strive to enhance the lives of patients while empowering clinicians to achieve optimal healing results.

Ethos offers a wide range of products and support services designed to meet the evolving needs of the wound care market. Their specialized therapy beds and surfaces, and clinical guidance help patients achieve better outcomes at home. This commitment to patient-centered solutions with a focus on clinical results positions Ethos as a trusted partner in the wound healing journey.

THE CHALLENGE

Ethos experienced significant growth over the past six years, expanding from a small team of four sales representatives to a group of 20. While this rapid expansion fueled success, it also introduced new challenges. Their product portfolio, initially streamlined enough to manage without rigorous sales processes, began to demand a more structured approach. The company recognized a growing need to standardize practices and optimize their sales strategies.

As the team grew, crucial information became scattered and difficult to track. Sales activities, customer interactions, and performance insights were locked away within individual files, spreadsheets, or even just the minds of the reps themselves. This fragmentation made it increasingly difficult to identify what drove success, replicate winning methods, and onboard new team members seamlessly.

With an understanding that a centralized platform was key, the company sought a solution. However, without a prior foundation in CRM tools, they lacked a defined framework for success. Their desire for greater data visibility and understanding grew, but past attempts to organize information proved insufficient and highlighted their need for a system tailored to their evolving sales operations.

THE SOLUTION

Ethos recognized the need for a comprehensive CRM solution to address the growing complexities of their sales operations. They sought a platform that would streamline processes and integrate seamlessly with their existing software. During the discovery process, appreciated the consultative approach offered by Faye.

Unlike other CRMs that seemed focused on a one-size-fits-all solution, Sugar and Faye prioritized understanding Ethos's specific needs and challenges. This emphasis on tailoring the CRM proved a key differentiator.

Faye's team collaborated closely with Ethos' in-house IT department to integrate Sugar with their current operational tools. **This integration streamlines processes and eliminates redundant data entry, saving valuable time. Sugar's customizable dashboard now provides Ethos with real-time sales data and trend analysis.** This newfound visibility is empowering the team with powerful insights, allowing them to make data-backed sales forecasts and refine strategies.

While the journey toward full CRM adoption is ongoing, Ethos and Faye have built a strong foundation. The collaborative approach and emphasis on tailoring the system to Ethos's unique needs ensure that the company is making steady progress towards their sales optimization goals.

RESULTS

While Ethos is still in the early stages of utilizing their CRM, they have already observed positive results after implementing Sugar with Faye's guidance. Here's a summary of their key findings:

Data-Driven Insights: Sugar's dashboard provides initial trending data that confirms prior assumptions about factors that drive sales. For example, increased in-person services and customer interactions correlate with an increase in product placements for both new and existing accounts, within a two-week period following in-person activity.

Enhanced Visibility: The team is gaining new levels of insights into sales activities. Sugar is helping them visualize what they couldn't easily track before.

Ethos is also excited about how Sugar can support their growth. As user adoption continues, the company anticipates:

Accelerated Expansion: Everyone sThe comprehensive data collected on existing territories will expedite new sales rep onboarding, minimizing disruptions and maintaining momentum in the face of turnover.

Data-Driven Development: Trend analysis powered by Sugar will provide insights to optimize training programs, ensuring maximum effectiveness and replicating top-performer strategies.