

Case Study:

Wright Medical Technology, Inc.

Gerry Wonneberg, Director of Field Communication

Gerry Wonneberg is the Director of Field Communication for Wright Medical Technology, Inc (WMT). One of his responsibilities is to ensure that the national network of distributors has current information on the company's newest products. Why is this crucial? The distributors serve as WMT's primary link with the customer - surgeons and hospital systems that buy WMT's orthopaedic implants and instrumentation technology.

This requires a great deal of communication across a lot of offices.

"We are successfully using ReadyTalk," says Gerry, while sharing details of the distribution network. "ReadyTalk is easy to use and cost effective. It's flexible to pay as you go, without owing a monthly fee or being locked into a contract. When you have an event, everyone uses it, you pay for it, and that's it."

Recently, Gerry used ReadyTalk to train the distributor's office staff on a new software program. In ReadyTalk's "desktop sharing" mode, Gerry shares the software from his computer in real time, showing office managers how to log in, search for information and create new reports. They watch him move his mouse from their own computer screens, and can stop him to ask questions at any time.

But when asked to quantify the benefits of ReadyTalk, Gerry says the most important benefit is the potential to add productive sales time to each day. This could have a strong impact on top line revenue. To achieve these productivity savings, Gerry is working closely

with ReadyTalk to put a program in place for his company's distributors.

"We have many distributors across the country, each with their own sales force," says Gerry. "Many of these reps have to drive for hours and hours to meet with the rest of the team for a meeting, and they lose selling time when leaving their territory. ReadyTalk can give them the chance to incrementally add selling time to their day, so they don't have to spend their time traveling."

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