



**Marketing & Sales**  
Special Interest Group



## **Know Someone in a Company Going to Market with a New Product or Service?**

### **Interactive Strategic Assessment Opportunity!**

**The Medical Development Group (MDG) is a community of professionals united by the belief that innovation and advances in technology lead to substantial improvements in the health care industry.** We provide a forum to enhance the professional development of our members by fostering entrepreneurial thinking through exploration of new business opportunities, and by promoting best practices in enterprise management.

**The Marketing and Sales Special Interest Group of MDG** produces interactive strategic assessment (ISA) events for the benefit of companies that are on the path of commercialization and are preparing to go to market with their new product or services. The goal is to provide a scope of valuable information to the subject company and allow the MDG community to exercise their proficiencies.

**The ISA delivers actionable marketing and sales strategies and tactics** through the expertise of Marketing and Sales SIG members. Additional insight is provided by MDG members and other professionals throughout the greater Boston health care community attending the ISA, who have already achieved success in other companies.

Participating subject companies profit from the recommendations into industry matters that help advance them toward becoming a successful enterprise.

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**Ideal subject company candidates** are companies that are preparing to go to market with their new product and are looking to solve one or more marketing and sales challenges.

**To be considered for the next ISA event,** please be prepared to provide the following information:

Initial product line(s) or service:

- Identified problem the product solves
- Target market and competitive landscape
- Identified Marketing / Sales problems and opportunities
- Trigger event(s) identified or achieved

Please contact SIG Chairman John Knott for application and submission protocol.

He can be reached at [johnk@jdtechsales.com](mailto:johnk@jdtechsales.com) or by calling 978-777-3993.

[www.meddevgroup.org](http://www.meddevgroup.org)

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**We appreciate your interest.**