

CASE STUDY:

Medical Device Manufacturer: Marketing Sustainability in New Products and Existing Services

OBJECTIVES

1. Newly developed products contained recycled content and bio-based plastics. How should they market it?
2. With a large sales force, this company wanted to be sure their sales teams were on the same page about how to effectively communicate the environmental benefits of their products, without over-stepping on their claims.

SOLUTION

We collaboratively explored the products, identifying sustainability features, supported by data, that could be highlighted. For the company's annual sales meeting, CSC developed a interactive, 45-min lecture which was delivered in small groups to the company's entire sales team.

BENEFITS

1. Sales reps learned sustainability basics, including:
 - How the company's initiatives could be used for competitive advantage
 - The risks of overstating claims and greenwashing
2. Sales reps felt more comfortable talking to clients already interested in sustainability and bringing up the topic with clients who were not
3. The whole company gained institutional knowledge about how to position product changes for marketing purposes

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“Dr. Thiel adeptly connected the dots for our employees, illustrating why as a medical device company, we must prioritize climate change and sustainability. Her ability to convey complex concepts in a relatable manner left a lasting impression on our team, empowering us with the knowledge needed to advocate for sustainable practices within our industry.”



AT A GLANCE

CHALLENGES

- New products had sustainability “components”
- Sales teams did not understand how to market sustainability

BENEFITS

- Direct, hands-on training for ~120 sales representatives
- Provided language for marketing new products and existing services
- Reduced overstated claims and “greenwashing” amongst sales teams



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Dedicated to guiding the health sector
towards a greener, more resilient future