

PRESS RELEASE

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CONTACT:

John Zimmer
Global Medical Alliance LLC
608-836-3596 Phone
608-836-3598 fax
jzimmer@globalmedalliance.com

Global Medical Alliance Featured in September/October Issue of MX Magazine: Sales Force Strategies for a Competitive Advantage September 25, 2008

Middleton, WI - Global Medical Alliance LLC (GMA) was selected by the editors of MX Magazine (a publication of Canon Communications) to provide the first installment of two featured articles centered on marketing and sales in the medical industry; particularly in view of the recent economy. The current issue (September/October 2008) of MX highlights "Sales Force Strategies for a Competitive Advantage" which is available online in an "e-zine" electronic format at: www.devicelink.com/mx/ or hard copies may be requested through Canon Communications website for annual magazine subscriptions. The complete article will also be available on GMA's website: www.globalmedalliance.com/expages/marketingoverview.asp and available for downloading.

The article has been strategically placed in the Q4 timeline to assist many of the medical industry's hiring executives as they are preparing the sales goals, forecasts and business plans for 2009. With many mergers, acquisitions, buyouts, layoffs and downsizing during the slow economy of 2008; many companies are forced to review the type of representation they should utilize to sell their products and/or services in order to regain profitable market share.

According to John Zimmer, President of GMA and author of the article, "whether a medical company wants to pursue direct sales representatives, contract with independent sales representatives, sell through dealers or distributors, or do some of each is a decision that requires analysis for each individual company. In the past, an in-depth analysis on selecting the appropriate sales channels to adequately and resourcefully represent a company may have been overlooked and exchanged for what brings in the greatest profits in the fastest way possible mentality. This article offers helpful tips and benefits of choosing the most appropriate model for each company."

In staffing a medical company, its executives are challenged with the question of what type of sales force to employ and where to find the needed sales representatives. It is not unusual for a company to lack a clear perspective regarding the available options. But it probably knows that it must generate solid market share in multiple market segments in order to survive and thrive. Successful application of effort in building a sales force can provide the company with the competitive advantage it seeks.

Zimmer added: "This article reviews four common sales force structures: direct reps, independent reps, dealers and distributors, and hybrid sales force models. The structure that is most appropriate for a given medical company depends heavily on such factors as the company's size, available assets, sales objectives, and the need to establish a market share."

GMA serves a niche in the medical industry by aligning Medical Device Manufacturers with Independent Sales Representatives. By focusing exclusively in this area, GMA fulfills an unmet need in the healthcare industry that is not currently being addressed by typical medical recruiters – working with "1099" straight commission sales reps.

Global Medical Alliance has created a unique proprietary database of over 18,000 independent medical sales representatives, rep agencies, dealers and distributors (1099's) that sell into hospitals, nursing homes, home health care and freestanding medical facilities; including dental and veterinary, worldwide.

The MDM's that take advantage of the services offered by GMA range from small privately held start-up organizations to fortune 100 companies looking to reach new markets or expand through the utilization of ISR's to minimize fixed expenses. Recent national trends in the medical industry (quite similar to the economy) indicate that more and more companies are downsizing to try to lower costs to stabilize or increase their profit margin. On account of this trend, many of the top rated sales professionals are moving into the rapidly growing segment of independent medical sales where they can be selective of the product lines and manufacturers they represent in an entrepreneurial capacity.

GMA provides medical clients with the most complete database available in one place, in addition to personalized service catered to each specific client's needs to find the best representation of their medical products and services.

Look for the second installment article to be featured in MX sometime in 2009.

Visit them at www.globalmedalliance.com

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