RevRx AI Consulting

MEDTECH SALES GUIDE

Scaling Beyond Founder-Led MedTech Sales

If only the founder can close, you don't have a sales process yet. You have a founder.

For MedTech founders and CEOs ready to build a team that can sell without them.

Capture · Define · Qualify · Evaluate · Hand off · Scale

Are You the Bottleneck?

Founder-led sales works early. The founder knows the product, the clinical story, and the buyers. The problem starts when that knowledge stays in one head.

- [ ] Most closed deals had the founder in the room.
- [ ] Reps bring deals to the founder to “close.”
- [ ] The founder decides which accounts to chase.
- [ ] No one else can explain why the best deals were won.
- [ ] Evaluations run differently every time.
- [ ] The pipeline slows when the founder travels or is fundraising.
- [ ] New reps take a long time to win their first deal.

Three or more checks means the motion lives in the founder’s head. The rest of this guide gets it on paper.

IN THE FOUNDER’S HEAD	ON PAPER FOR THE TEAM
Which accounts are worth it	→ **Best-fit account profile** (page 4)
What to ask in the first meeting	→ **Qualification questions** (page 5)
When a deal is real	→ **Stage criteria** (page 5)
How to run a trial	→ **Evaluation plan** (page 6)
What to say and how to answer pushback	→ **One-page playbook** (page 7)

COPY THIS PROMPT INTO YOUR AI TOOL. FILL IN THE BRACKETS.

I am a MedTech founder. Here is how our sales work today: **[describe who finds accounts, who runs meetings, who runs evaluations, and who closes]**. Tell me which parts depend only on me, what risk that creates as we grow, and which part to write down first. Ask me questions if you need more detail.

Run a Deal Review on Your Last Wins

Your best deals hold the pattern. Review your recent wins and at least two losses. Write down what actually happened, not what should have happened.

ACCOUNT	WON OR LOST	WHO STARTED IT	WHO SIGNED	CHAMPION ROLE	WHAT TRIGGERED THE DEAL	STEPS TO CLOSE	WHAT ALMOST KILLED IT

Questions to ask on every deal

- ? Why did they buy now?
- ? What proof did they need?
- ? What would we do differently?
- ? Who had to say yes?
- ? How long did each step take?

Look for what repeats. That is your motion.

COPY THIS PROMPT INTO YOUR AI TOOL. FILL IN THE BRACKETS.

Interview me as a MedTech founder to uncover what makes our best deals work. Ask one question at a time about qualification, stakeholders, evaluations, buying steps, and onboarding. After my answers, summarize the patterns that repeat across deals and the ones that look like one-offs.

Write Down Who You Win With

Your team can't chase the right accounts if the profile only lives in your head. Fill in this card from your deal review.

Best-Fit Account Profile

Care setting _____

Procedure or case volume _____

Who starts the conversation (role) _____

Who signs (role) _____

Common trigger event _____

How they buy (GPO, local agreement, or letter of access) _____

Proof they need to say yes _____

Walk away or slow down when:

- x No physician or clinical champion
- x The problem you solve is not a priority for them
- x No clear way to buy
- x They want a free trial with no success criteria

COPY THIS PROMPT INTO YOUR AI TOOL. FILL IN THE BRACKETS.

Using these deal review notes **[paste your won and lost deals]**, write a best-fit account profile for **[device]**. Include care setting, case volume, buyer roles, trigger events, how they buy, and the proof they need. Then list red flags that predict a lost or stalled deal. Base it only on my notes and flag where the data is thin.

A Deal Is Real When the Buyer Commits

Stages should move when the buyer does something, not when the rep feels good. Every stage below needs a buyer commitment to enter.

Problem
What is this costing you today, in time, outcomes, or money?

Champion
Who inside wants this, and will they push for it?

Buying process
What steps does a new product go through here?

Way to buy
How would you purchase this? Through a GPO, a local agreement, or something else?

Timing
What happens if nothing changes this year?

STAGE	ENTRY CRITERIA	BUYER COMMITMENT
Qualified	Fits the best-fit profile, and the problem is confirmed	**Agrees to a second meeting with the right people**
Evaluation agreed	Champion named, and success criteria drafted	**Signs off on the evaluation plan**
Evaluation done	Cases completed, and results shared	**Agrees the success criteria were met**
Value analysis submitted	Evidence packet complete	**Champion presents or sponsors it**
Approved	Committee approval received	**Contract or purchase path confirmed**
First order	Device set up in purchasing	**Places the first order**

COPY THIS PROMPT INTO YOUR AI TOOL. FILL IN THE BRACKETS.

Using these anonymized founder-led wins **[examples]**, create a repeatable commercial SOP with stage entry criteria, buyer commitments, and handoffs. Use these stages: qualified, evaluation agreed, evaluation done, value analysis submitted, approved, first order. Do not invent steps our buyers did not take.

No Evaluation Without a Plan

An evaluation without agreed success criteria is a free trial. Write the plan with the buyer before the first case.

Mutual Evaluation Plan

Account _____

Champion _____

Other people who must agree _____

What we are testing _____

Success criteria (agreed in writing)

1 _____

2 _____

3 _____

Number of cases or length of evaluation _____

Who supports each case _____

Decision meeting date _____

What happens if we meet the criteria _____

If the buyer won't agree to success criteria, they are not ready to evaluate.

COPY THIS PROMPT INTO YOUR AI TOOL. FILL IN THE BRACKETS.

Draft a mutual evaluation plan for **[device]** at **[account type]**. Include the champion, other decision makers, what we are testing, three measurable success criteria, the number of cases, case support, the decision meeting, and next steps if the criteria are met. Leave blanks where I need to fill in account details. Do not invent clinical claims.

Put the Motion on One Page

A playbook is useful only if a rep will actually use it. Keep it to one page, built from everything you wrote down so far.

1 FROM PAGE 4

Best-fit account

Who to target and who to skip.

2 FROM PAGE 5

Qualification questions

The five questions for every first meeting.

3 FROM PAGE 5

Stage criteria

What the buyer must do to move a deal forward.

4

Talk track

The problem, why now, and why you, in plain words.

5

Proof points

The evidence and results that moved past buyers.

6

Objection answers

The top pushback and how the founder handles it.

Update the playbook every time a deal teaches you something new.

COPY THIS PROMPT INTO YOUR AI TOOL. FILL IN THE BRACKETS.

Here are my notes on how I sell **[device]**: **[paste talk points, proof, and common objections]**. Write a one-page sales playbook with a short talk track, three proof points, and answers to the top five objections. Use only the facts I gave you and mark any claim that needs a source before reps use it.

Step Back in Three Moves

Don’t hand a rep the keys on day one. Move in steps, and only move on when the rep is ready.

1 Shadow

FOUNDER DOES
leads the meetings and the evaluation.

REP DOES
watches, takes notes, and runs the follow-up.

MOVE ON WHEN
the rep can explain why each deal is moving or stuck.

2 Reverse shadow

FOUNDER DOES
watches, then coaches after each meeting.

REP DOES
leads the meetings and the evaluation.

MOVE ON WHEN
the rep runs meetings without the founder stepping in.

3 Rep-owned

FOUNDER DOES
joins only by request, for key accounts or the final step.

REP DOES
owns the deal start to finish.

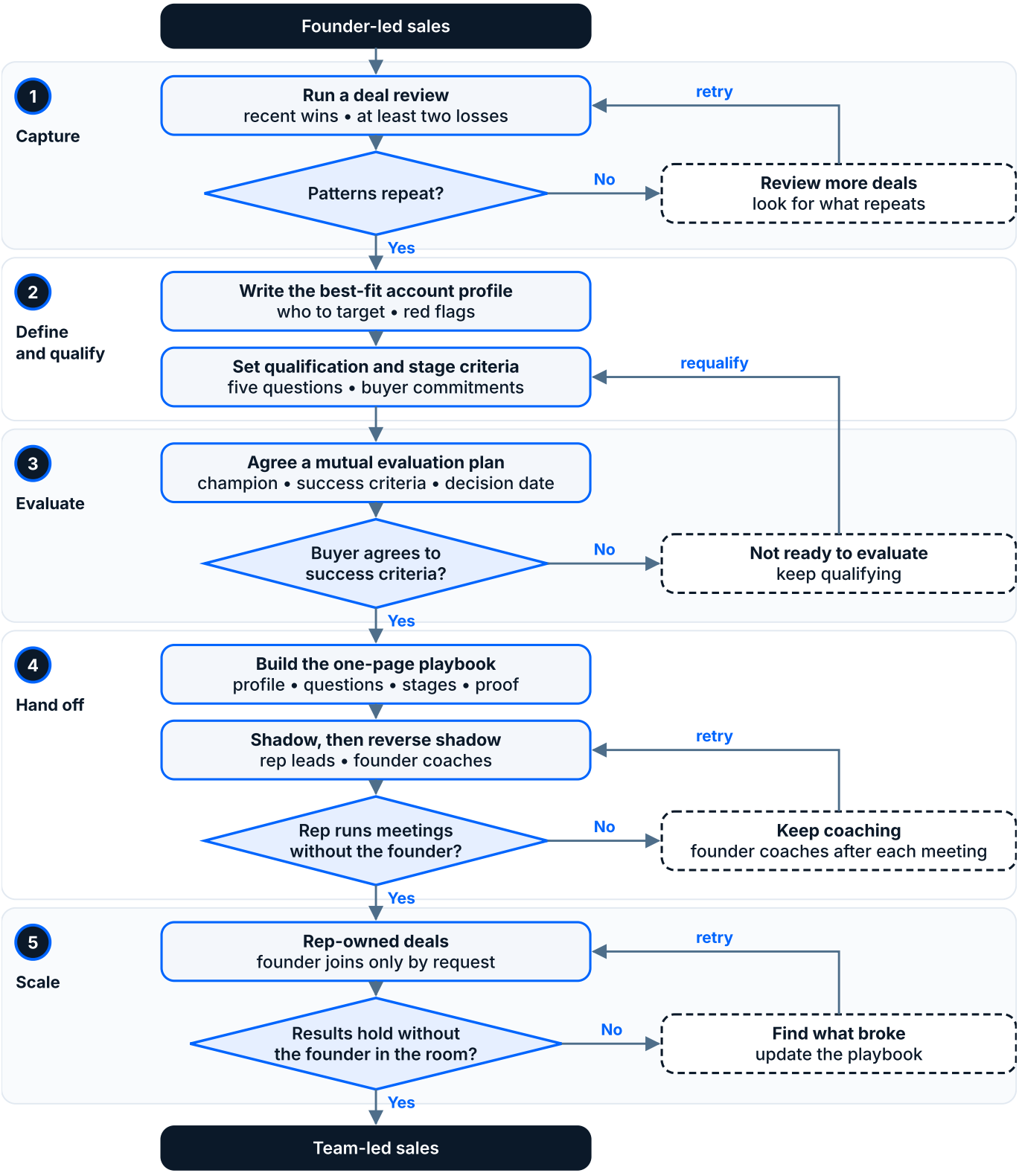
MOVE ON WHEN
results hold without the founder in the room.

Go deeper: the Sales Hiring, Onboarding and Comp Plans guide.

COPY THIS PROMPT INTO YOUR AI TOOL. FILL IN THE BRACKETS.

Create a handoff plan for moving **[number]** deals from me to **[rep name or role]**. Use three phases: shadow, reverse shadow, and rep-owned. For each phase, list what I do, what the rep does, how we review progress, and the signal to move to the next phase.

From Founder-Led to Team-Led



Solid boxes are the main path. Dashed boxes are where you stop and fix before moving on.

09 | NEXT STEP

Find Where Your Sales Depend on You

RevRx AI helps MedTech founders build a sales motion their team can run.

STEP 1

Take the Revenue Friction Scorecard

Answer a few short questions and see where friction is slowing your revenue path.

Take the Revenue Friction Scorecard

revrxai.com/medtech-tools

STEP 2

Book a Discovery Call

A 30-minute call to walk through your sales motion and where it depends on you.

Book a Discovery Call

https://api.revrxai.com/widget/bookings/30-minute-meeting-with-terryrovrku

RevRx AI Consulting

Terry Coutsolioutsos
Founder and Revenue Architect
linkedin.com/in/terry-coutsolioutsos/
revrxai.com | 941-400-1352