

How Enztec built a repeatable sales process, and oversold its target

Medical devices · sales capability and process

Oversold

demand outran what the business could supply

Repeatable

structure replaced informal selling

Confident

a rep now leading technical deals

THE CHALLENGE

Enztec had strong medical-device products and long-standing relationships, but its selling was informal and relationship-led, so it was hard to see what drove growth. When Renee stepped into Enztec's first dedicated sales role she brought real ability, but complex, highly technical devices were a different world. Without a clear framework she had little confidence about where to focus or how to progress deals.

WHAT WE DID

Nick helped Renee turn her sales ability into results in a technical, high-stakes setting. He learned the business properly, including time on the factory floor, then coached her to stay in control of a conversation without having every answer, because credibility comes from clarity and follow-through, not technical perfection. He added the structure to remove second-guessing: prioritising her time, CRM task management, practical follow-up templates, and clearer rhythms for progressing deals.

THE RESULTS

The change was fast. Renee led conversations, followed up consistently, and moved deals with control. When the team set a firm target, a set number of instruments to sell, she focused and closed the business. Demand then outran supply and a targeted push became an oversell. Enztec came away with both a deliberate sales process and a salesperson equipped to drive growth in a complex market.

Have a capable salesperson who's new to technical, high-stakes selling? That gap is coachable, and the results can come quickly. [Let's talk.](#)

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