



ORTHOPAEDIC INSTRUMENTS · EXPORTED WORLDWIDE

Enztec: turning experience into confident, repeatable sales



Exceeded the plan

demand beat every projection

Repeatable

structure replaced informal selling

Confident

a rep leading technical deals

THE SITUATION

Enztec design and manufacture orthopaedic surgical instruments in Christchurch, and almost everything they make leaves the country, going to implant companies and surgeons across North America, Europe, Asia and Australia. So this is a technical sale into international markets. The selling, though, was relationship-led and informal, which made it hard to see what was driving growth. When Renee stepped into Enztec's first dedicated sales role she brought real ability, but complex medical devices were a different world.

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 rather than technical perfection. He added structure to remove the second-guessing: prioritising her time, CRM task management, practical follow-up templates, and clearer rhythms for progressing deals.

THE RESULT

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 exceeded the plan. Enztec came away with both a deliberate sales process and a salesperson equipped to drive growth in a complex market.