

CNF Medical

About Us:

CNF Medical not only supplies a large percentage of raw goods and finished goods to the medical industry through Fortune 500 companies, but they also offer a full line of top quality fracture care products. Their Performance Casting® and Performance Splinting® products are designed, developed, and manufactured in the U.S.A. They have fully integrated knitting, coating and packaging process in their certified ISO 9001 and ISO 13485 facility in Winston-Salem, North Carolina in order to exceed the standards of product quality and service demanded by the orthopedic community.

I had the pleasure to interview Mark Hogan, Vice President of Medical Sales. He is happily married with 2 adult children and 3 grandsons. He has been in medical sales and marketing for 42 years since he graduated with his Master in Business Administration. He has experienced a full circle in sales from starting at the bottom as a salesman, moved his way to medical product management and sales management, and then onto leadership roles in regional and national levels for the orthopedic and medical industries. Not only did he hold a variety of roles but he experienced working at small companies to large corporations, and he can say that he prefers working in small companies even during transition periods when companies got bought out. Regardless of his work, he made sure family came first and even if he has to travel for work, he worked his travel around his family engagements like school activities, awards, and important games.

Date of Interview: May 31, 2019

What is it like to work at CNF Medical? (Please paint a picture of the company culture.)

(Mark) Of all the companies I have had the privilege of working for, this one has been downright fun. I am recognized for the experience I possess and all matters pertaining to my side of the business are channeled to/through me. The owner of the company has a great sense of humor and also is well respected.

(Interviewer - Jamie) How does the whole company work together?

(Mark) We are a small company. 125 employees at any one time. There are 2 sections - 1 medical side and 1 industrial side. I call them divisions but we share the same departments like finance, shipping, etc. On the medical side, we have 12-15 employees in the coding department. The production side of the business works on the textile and machinery, not for the medical side. We coordinate when they need to. I'm a lone wolf when it comes to my work and I talk to the CEO and provide reports on what's going on. Full disclosure about me, I'm in my 60s and my CEO is in 40s. We have a good time! You have to have a sense of humor.

What does a typical day or “battle rhythm” look like?

(Mark) A typical day involves updating pricing requests sent in from the field. Reviewing sales aids and contacting sales associates asking for a very informal update on events in the field with a request on how I can help them.

There’s a fear that Sales comes with heavy prospecting that veterans/military spouses may not have the network or know-how. How are customers or clients attracted to the company’s services or products?

(Mark) There should be no fear in “prospecting” In fact, all of our accounts are essentially in the “phone book” under either Hospital or Orthopedic Physician. It is expected that anyone new to the sales territory will be turned down – repeatedly. What is further expected is that the sales rep picks themselves up off the ground and keep knocking on doors. Mistakes will be made – we will just identify the mistake and not do that way again “Dare to Be Great!” Eventually, they will develop a relationship that gets them past the gatekeeper and gets in front of the decision maker. Most customers are aware of our products – the goal is to position yourself to provide either an evaluation or offer a price.

What is rewarding about being in Sales?

(Mark) Being told YES! and that the earnings potential is limitless.

(Jamie) What does it look like if someone failed?

(Mark) I’ve been a Salesman for 16 years after college. The last 15 years have been in management. In Sales, we’re independent contractors and now at CNF Medical, we changed them into full-time employees. I’m looking for 2-3 more employees and my job is to remove obstacles to make it easier for my team to sell.

If they fail, it’s usually the personality not meshing with the customer or team. It might even be the work ethic of the individual. He/she doesn’t have the instinct as “eat what you kill,” then they won’t be successful. If you want a success story immediately, you have to keep following up the process could take hours or even more.

(Jamie) What have you seen or experienced that you never thought could happen?

(Mark) Thought never could happen- as the large company I worked for morphed from an independent sales force to a sales employee force never thought I would be able to hire those independents to work for me. About 80% stayed in the business and come on board to work or stay (after my company acquired them)

How does the compensation structure look like? Is it just a base pay plus commission or commission only?

(Mark) For the position we are looking to fill, compensation is base pay plus a commission. We also pay expenses and offer health insurance and a 401K program.

What are the average and potential income?

(Mark) Hard question to answer. We are just establishing this type of position. All of our other positions are independent contractors which pay commission only. We project that after 2 years income should be close to if not over \$100k.

What are some misunderstandings about Sales?

(Mark) That it is high-pressure need to make the close on every customer contact. One needs to know that management knows it will take time

What is the most important quality that someone should possess to be successful?

(Mark) Good relationship building skills, discipline, and “stick-to-it-iveness”

Veterans and Military Spouses may not realize they have the qualities to do Sales Professions, why do you think they are ideal candidates?

(Mark) They are taught or develop discipline and to observe and adapt to the situation. It all begins with a handshake and how you present yourself – as a professional.

(Jamie) Are there any veterans currently at the company?

(Mark) Veterans in the company - maybe one.

Are there any last words you would like to share for our veterans and military spouses?

(Mark) Love to hear from you and have you tell me how you can help our company grow.

If you have questions about sales or about Mark Hoag, you can email him at mhoag@cnfmedical.com.