

## **Business Development Challenge**

Healthcare startups have the distinct challenge of selling new technologies to hospitals and other health systems. When done successfully, the selling organization can be pleased to expect a long term, sizable business relationship. Breaking in, though, can be daunting, especially for an organization with little resources and precedence in the market.

What are the 3 biggest challenges you would expect a startup to face when selling to a hospital? Be specific, and explain how you would mitigate each to make the sales process more manageable.