

Bringing Clinical Clarity to the Deal

How Budburst Helped xCures Onboard and Scale a New Enterprise Sales Team

xCures' Challenge

xCures was building an enterprise sales team from scratch while rolling out a new brand narrative and positioning. Budburst partnered with xCures to translate that positioning into a repeatable sales motion built on value alignment, differentiation, and a discovery and qualification discipline.

What Budburst Did

Messaging

Reshaped xCures' marketing messaging into a field-ready playbook with detail reps need for competitive buyer conversations

Differentiation

Built a differentiation framework, prioritized around critical pain points reps face in the field

Three Whys Handbook

Built a custom Three Whys sales handbook grounded entirely in xCures' own language, including an enhanced elevator pitch, detailed ROI messaging framework, discovery guides by persona, demo best practices, and a differentiation reference guide

Qualification

Migrated the team's qualification approach to MEDDPICC

Onsite Training

Delivered an onsite training with live role play and breakout practice to both tenured and new team members

The Results

4.8 / 5

Average rating of the training's overall value

100%

Of participants rated likelihood to apply the concepts a 5 out of 5

60 to 90

Days of downstream metrics being tracked: deal cycle time, win rate, average order value



"The Three Whys and MEDDPICC are how we run every deal now. That consistency across the team is exactly what we needed heading into this growth stage."

Mika Newton - Chief Executive Officer, xCures

The Budburst Difference

Real Participant Feedback

"Great breakouts, and I'm glad this wasn't a generic sales 101."

"Loved the authenticity you both brought. This was thought provoking and great to get us outside of our comfort level."

"Thanks for making it fun! I learned a lot."