

Blog

# Giant Killers

*Martin Lamb, Senior Vice President, Sales and Marketing*



It's that time of year. The early rounds of the English FA Cup, when lower league/non-league football get the opportunity to write themselves into the history books by beating Premier League opposition. I am a massive fan of Newcastle United (that's me in the picture to the right, about 50 years ago!) – unfortunately, we have a history of being knocked out of the Cup by lower league opposition. As recently as last season, we were put out of the competition by a team two tiers below us in English football. However, nothing beats our defeat by Hereford United, a non-league team that knocked us out of the cup in the 1970s. I just wish the major news and sports channels would stop showing repeats of this game every January!



So, what has this got to do with Clinical Trial Supplies? Among clinical supply service providers, we also have our “big team” equivalents to the likes of Liverpool, Arsenal and Manchester City. Encouragingly, we also have a growing number of smaller providers such as RxSource Clinical Services. How can someone like us compete with the larger providers? I'll need to return to the football/soccer analogy to explain!

## **We still have a passion about our team and the business we're in**

Passion is what drives the determination in small teams (who are often made up of a group of part time players, playing for their local town) to win against bigger clubs full of world class players for whom winning has now become more of a job. We believe in what we do, and passion is what drives to do everything we can to make sure your clinical trial goes as smoothly as possible, after all, our strapline is “your trial, our passion”.



## **We can't afford to be complacent**

A big football club can afford to lose a few games and suffer a few early exits from competitions – there will always be other competitions/seasons. We can't take anything for granted. Like a small team drawing a big club in the FA Cup, this could be our one and only chance to be successful and build a reputation. We treat every project like our FA Cup.

## **We have to capitalise on whatever advantages we can**

Small football clubs are often accused of tactics such as allowing the grass on their pitch to grow long, or over-watering the pitch so it is more of a quagmire (have you seen the state of the pitch in this photo!), all to make it difficult for expensive, skilful premier league players to operate to their full potential. While we'd never do something so underhand, we can beat larger providers by offering greater levels of customer service, shared ownership, and flexibility.

## **Every client and project is important to us**

Big football clubs have large squads of world class players, so if a player is injured, they can replace them with another world class player from their substitute's bench. Similarly, if a large clinical supply service provider disappoints and loses a customer...they have hundreds of other customers to replace them. For RxSource, losing a client from our 'team' has a much greater impact...so we do everything in our power to make sure this never happens.

## **Experience in our team helps us compete with bigger players**

In the same way that Premier League footballers move to lower league clubs to end their careers – not for financial reasons, simply because they love the game – our team includes a significant number of industry veterans around which we have built our team.

## **We celebrate our successes**

When a big club beats a small club, it's just one game and it is quickly forgotten. If a small club beats a big club, it becomes the stuff of legend, and is still remembered decades later. We want clients, and our own team, to continue to talk about our successful projects as we continue to build a collaborative working relationship over many years.



In the same way that smaller football clubs can't match bigger teams' spending power, depth of squads, huge support, and impressive stadia we know we can't always match the capacity, longevity or range of services offered by our larger competitors. However, as demonstrated by client feedback and repeat business, when we play to our strengths, we can compete with anyone. I have played for 'Premier League Teams' for most of my career but I can see the advantages we can deliver, which bigger companies have often lost as they have grown to their current size. I look forward to more 'Giant Killing' with our growing team of loyal customers in seasons to come.

## Martin Lamb: Senior Vice President, Sales & Marketing

30 years+  
Industry  
Experience

<1 years  
with  
RxSource



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