

Axonified Employee

Fred Argo,
Executive Sales Representative
and Territory Account Leader
for Surgical care at Ethicon



“Axonify helps me remember key information that I can bring into conversations with the customers I’m responsible for.”

Fred Argo is an Executive Sales Representative and Territory Account Leader for Surgical care at Ethicon — a world leader in the manufacturing of surgical devices. We talked to Fred about the demands of his role, the knowledge he needs to be successful at work and, of course, his experience with Axonify. Here’s what he had to say:

Q: Tell us a bit about your role and how it has changed in recent years?

A: In my role, I’m responsible for selling multiple lines of surgical products and services while also helping a team of sales reps in our pod. Over the past 3 years or so, sales cycles have increased and we’ve been given more responsibilities and larger territories to cover. I never used to spend a night away from home, but now sometimes I’ll spend two nights away in a week. You really need to figure out how to do more with less time and resources. I call it accelerated multi-tasking.

Q: What words would you use to describe how you and your fellow sales reps feel on the job?

A: I’d say somewhat stressed, less confident, challenged at times, and spread thin. We’re experiencing growing pains from releasing new products but, at the same time, we’re facing structure changes. In the Territory Account Leader role, we are responsible for such a large product portfolio without always having enough time to get up to speed on everything we need to know. Sometimes you get the feeling that you’re the jack-of-all-trades and master of none. However, it’s a great feeling to work for a progressive company.



“We must continue to learn all aspects of the business to be relevant and compete in the marketplace.”

Q: What kinds of information do you need to keep top of mind to perform your job?

A: I need to be able to provide quick answers to questions surgeons have about our products. For example, if a surgeon asks a question about the best suture needle to use in a specific procedure, I've got to be able to either know the tool to research it or know this off the top of my head. Axonify helps with this because if you don't keep things top of mind, a lot of times you just forget them.

Q: What would you say are the most important aspects of a learning program?

A: There needs to be a balance between being bombarded with information and not having any training at all. Things that are important but not important to effectively do your job can just add to stress, so it's important for training to be relevant to your role. However, we must continue to learn all aspects of the business to be relevant and compete in the marketplace.

Q: Has Axonify helped you build the knowledge you need to succeed on the job?

A: Yes! Axonify helps me feel more comfortable when I'm speaking with surgeons and gives me the knowledge I need to stay fresh and sharp. It helps me remember information about the anatomy so I can ask intelligent questions when I'm in surgeries, like: 'Is that the ACL ligament? How do you deal with that?' It just breeds confidence. I get on Axonify every day, twice a day, and it reminds me of things that I need to really know, study, and remember.