



MedStar Consultants



Sales Training for the Healthcare Professional



Course Overview

Sales Training for Healthcare Professionals: This course is a basic introduction to selling. It is a one or two-day skills-based seminar that will teach you how to sell more successfully using the proven Consultative Sales model of sales effectiveness. The course has been designed specifically for the healthcare professional.

You will learn basic skills that will help you to:

- Plan for a successful sales call that moves the sale forward
- Ask the right questions that advance the sale during each phase of the selling process
- Turn implied needs into the kind of motivation needed for your customer to buy
- Create real value – not just communicate it through product benefits – for your clients
- Avoid objections by offering true needs-based solutions
- Build stronger customer relationships and close more business!

You will also learn the essentials of successful selling:

- The professional selling principles that allow you to establish trust, confidence and strong customer relationships every time.
- Avoiding "small sales pitfalls": Why selling to major accounts is different than small sales.
- Why feature-based selling doesn't work in major sales. You'll learn how to establish customer-centric benefits that solve their specific needs.
- To close or not to close? Why quick closes hurt sales outcomes.

The four stages of a successful sales call that allow you to define individual customer needs, not just blanket solutions

- Essential call planning tools that keep you in control of your sales call.
- The Investigation Stage -- your success depends upon how you handle this crucial phase.
- Getting traction: gaining interest and advancing the sale.
- Tipping the Value Equation in your favor.
- Turning customer wants into explicit, actionable needs.
- Why avoiding objections by offering needs-based solutions beat handling objections every time.

Strengthen your Selling skills during interactive exercises

- Identify Situations, Problems, Implications, and ask the "Right" questions.
- Skill practices through team role-play.

You will also receive Extended Learning Program reinforcement tools to assure you'll keep improving on your Sales knowledge and behavior.

For more information contact:

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