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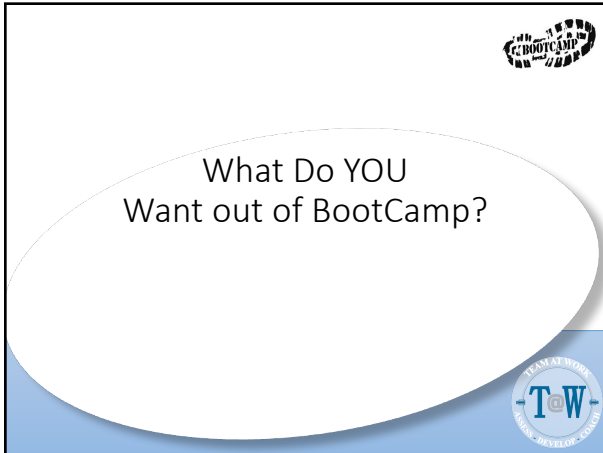
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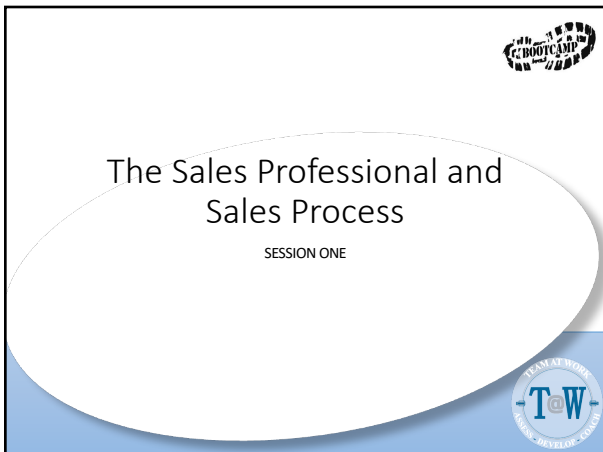
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Types of Sales Professionals

Five Distinct Profiles

The Hard Worker

- Doesn't give up easily
- Self-motivated
- Interested in feedback / personal development

The Lone Wolf

- Follows own instincts
- Self-assured
- Deliver results but difficult to manager

The Relationship Builder

- Classic consultative rep
- Builds advocates internally
- Creates relationships with prospects

The Problem Solver

- Highly detail-oriented
- Reliable responds to stakeholders
- Ensures all problems are solved

The Challenger

- Different view of the world
- Loves to debate / pushes customer
- Strong understanding of customer's business

MOST SUCCESSFUL OF ALL PROFILES.

The Challenger Sale

Matthew Dixon & Brent Adamson

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Traits of Top Sales Performers

Top Performer classified as Achieving or Exceeding Sales Metrics and Goals

TRAIT	% Level of Trait	SELLING STYLE IMPACT
HUMILITY	>90%	Focus on TEAM
RESPONSIBLE FOR RESULTS	85%	They Command the Sales Call Cycle
METRIC CENTRIC	84%	Know their Numbers and Customer
HUNGRY FOR KNOWLEDGE	82%	Listen and Probe
OVERWHELMED or SADNESS	<10%	The majority is Highly Competitive
SELF-CONSCIOUSNESS	<5%	Aggressive Challengers

HBR, Steve W. Martin: Thousands of Interviews Sales Top Performers and 1,000 Assessments

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HUMILITY Displayed

Without \_\_\_\_\_ out there Selling, these people have \_\_\_\_\_

Without the team behind me, I have \_\_\_\_\_

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Being a Sales Resource

You have a choice

Peddler  
Pest  
Calories over Content

Or

**RESOURCE**

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Being a Sales Resource

- Know \_\_\_\_\_
- Know THEIR BUSINESS
- Be a \_\_\_\_\_ of the Industry
- Know the COMPETITION
- Provide \_\_\_\_\_ Information

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The Sales Process

Three Phases

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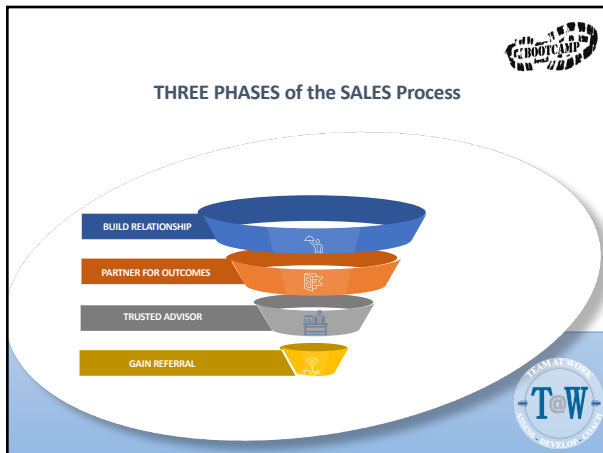
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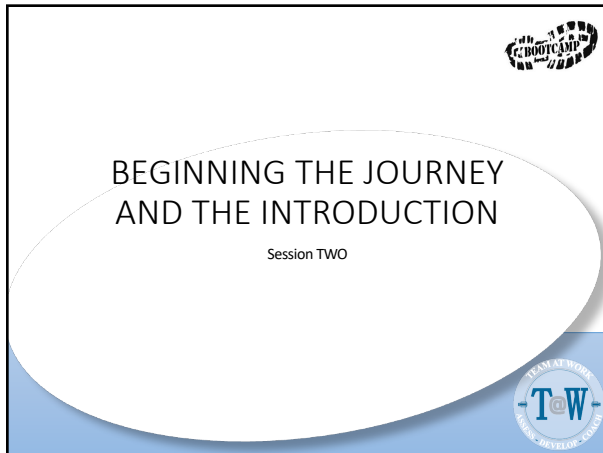
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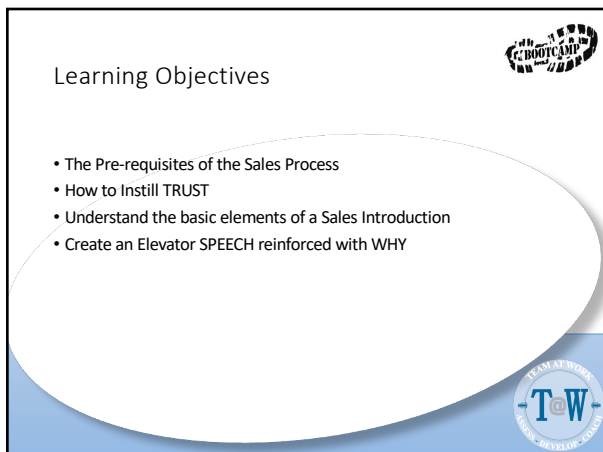
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The Pre-requisites of the Sales Process

For the Referral Source to....

- Get to \_\_\_\_\_
- And \_\_\_\_\_

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Create an Elevator Speech reinforced with WHY

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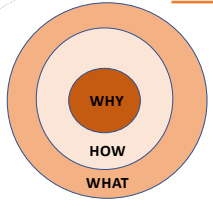
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WHY

*"People don't buy because of what you do, they buy because of WHY you do it"*  
**Simon Sinek**



LET'S ANSWER THESE



**Why: The Purpose**  
What is your cause...  
What do you believe...

**How: The Process**  
Specific actions taken to realize the Why...

**What: The Result**  
What do you do?  
The result of Why...

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### Elevator Speech with WHY

Keep in mind your guidepost answers from above, and answer the following question.

**Now fill in the blanks with your collective responses from above**

Hello, I am \_\_\_\_\_ with <Company NAME>,

THE

WHY

{ we believe...

{ we are passionate about...

We serve consumers / patients who need...  
with products and services that...  
We at <Company NAME> differentiates ourselves by...

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## KNOWING THE COMPETITION (SWOT)

Session Three

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### Learning Objectives

- Who is the Competition?
- SWOT Analysis of each Competitor
- How to Apply Opportunities to the Sales Day

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TEAM AT WORK  
T&W  
TRAINING • DEVELOPMENT • COACHING

SWOT BOOTCAMP

SWOT Analysis of  
each Competitor

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TEAM AT WORK  
T&W  
TRAINING • DEVELOPMENT • COACHING

Competitive SWOT Objective

- STRENGTHS
- WEAKNESSES
  - THE HUNT
- OPPORTUNITY



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TEAM AT WORK  
T&W  
TRAINING • DEVELOPMENT • COACHING

Competitive SWOT

Strengths:

Weaknesses:

Opportunities:

Threats:

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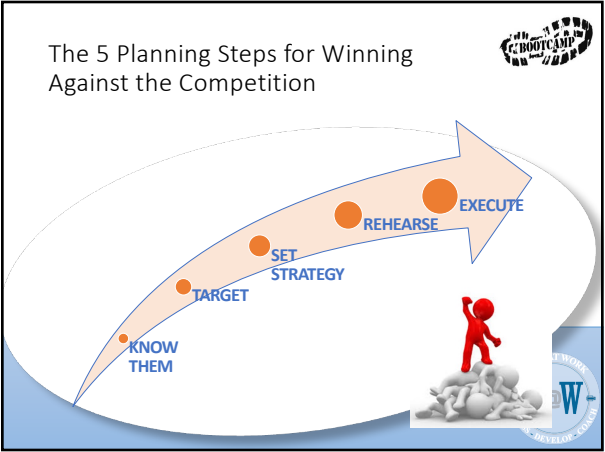
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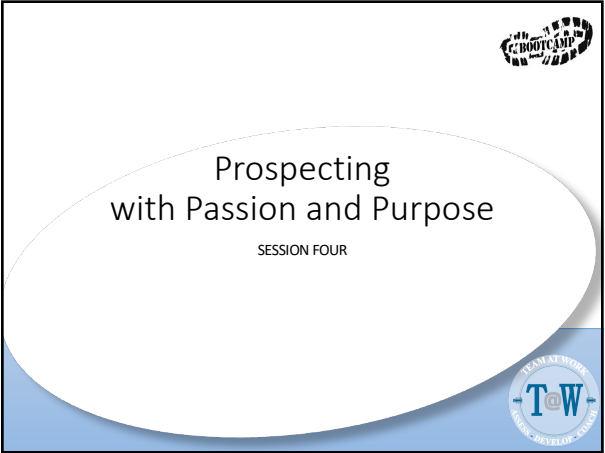
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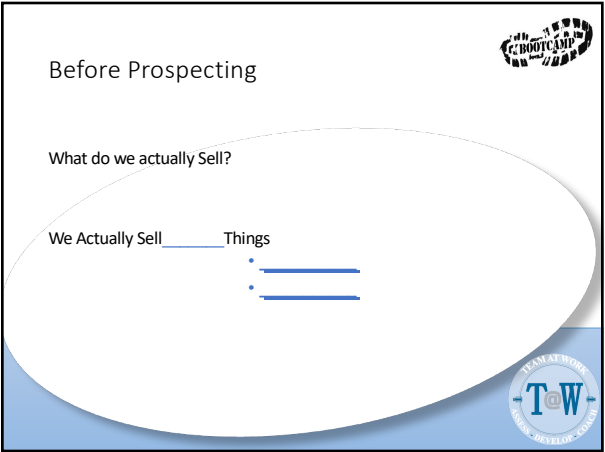
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TEAM AT WORK  
T&W  
TRAINING • DEVELOPING • GROWING

WHO'S YOUR TEAM?

TEAM AT WORK  
T&W  
TRAINING • DEVELOPING • GROWING

Who are Prospects?

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TEAM AT WORK  
T&W  
TRAINING • DEVELOPING • GROWING

WHO'S YOUR TEAM?

TEAM AT WORK  
T&W  
TRAINING • DEVELOPING • GROWING

Prospect Targets

SPECIALTY	LOCATIONS	REFERRAL TITLE
<ul style="list-style-type: none"><li>• Neurology</li><li>• Gastroenterology</li><li>• Rheumatology</li><li>• Dermatology</li><li>• Allergy &amp; Immunology</li><li>• Nephrology</li><li>• Cardiology</li><li>• Ophthalmology</li><li>• Pulmonology</li><li>• Endocrinology</li><li>• Podiatry</li><li>• Internal Medicine</li><li>• Family Medicine</li></ul>	<ul style="list-style-type: none"><li>• Physician Office</li><li>• Clinics</li><li>• Infusion Clinics / Suites</li><li>• Hospitals</li></ul>	<ul style="list-style-type: none"><li>• Physician</li><li>• Nurse Practitioner</li><li>• Physician Assistant</li><li>• Nursing Staff</li><li>• Case Management</li><li>• Discharge Planner</li><li>• Referral Coordinator</li></ul>

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TEAM AT WORK  
T&W  
TRAINING • DEVELOPING • GROWING

WHO'S YOUR TEAM?

TEAM AT WORK  
T&W  
TRAINING • DEVELOPING • GROWING

PASSIONATE PROSPECTING

“Keep your Sales Pipeline full by

have more people to see than you have time to see them.”

BRIAN TRACY

Always

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## Prospecting Opportunities

*"Your Greatest Opportunity is your Competitions Greatest Customer"*  
**Ty Bello, Team@Work**

- Your \_\_\_\_\_
- \_\_\_\_\_ Talent
- The \_\_\_\_\_ WE Bring to the Customer / Referral Source and Consumer of our Goods and Services

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## Why Persistence and Messaging is so Critical

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## 2022 Sales Statistics

- **50%** of Prospects are NOT a GOOD Fit
- **66.7%** of Sales People Reach out to 250 or fewer Prospects a Year
- **54%** of Sales People state that it is HARDER to get in front of Prospects than it was 4 years ago
- Sales People Overwhelmingly **DON'T LIKE** other Sales People who are **pushy** **annoying**
- Only **24.3%** of Sales People HIT their Sales Quota / Goal in 2022

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Persistence Matters

*If You are not PROSPECTING, You're Dying*

- \_\_\_\_\_ of Sales are made after the 5th call
- 48% of Sales People make 1 call and cross off the prospect
- \_\_\_\_\_ of Sales People QUIT after the second call
- 17% of Sales People call three or four times, then quit
- \_\_\_\_\_ of Sales People keep calling



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“People DON’T CHANGE, unless the PAIN of  
staying the Same  
is GREATER than the PAIN of CHANGE”  
Tony Robbins



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Applying the  
SRS Mapping Process



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SRS

- If You don't \_\_\_\_\_ it
- And you don't \_\_\_\_\_ it
- You will not \_\_\_\_\_ it



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Understanding the Referral Source

In general

**What does the referral source want from us?**

\_\_\_\_\_ and \_\_\_\_\_

We must deliver \_\_\_\_\_ over \_\_\_\_\_



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Pre and Post  
Sales Call Planning

SESSION SIX



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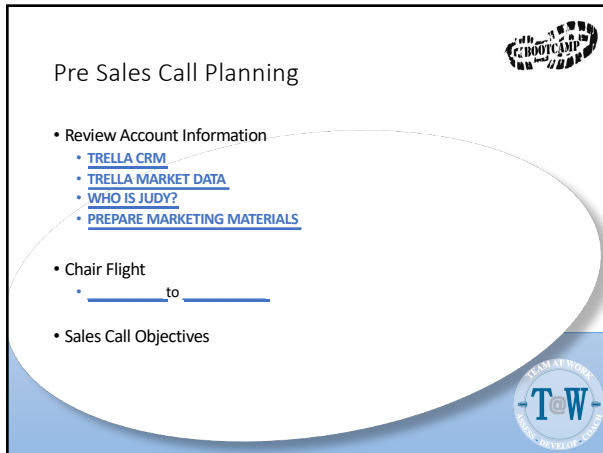
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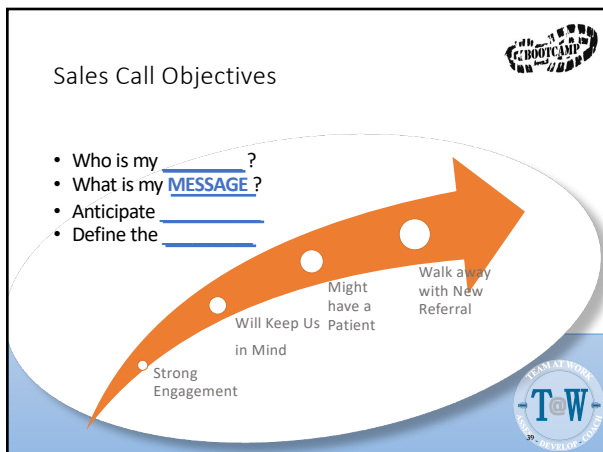
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Pre-Post Sales Call Planning  
*FLY INTO THE WIND*  
*LT. Col. Dan Rooney*



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Rewind – Debrief Questions

**Rewind**

- [CRM](#) entry
- Be [HONEST](#) with yourself
- Take [OWNERSHIP](#)
- [HAND WRITTEN](#) Note

**Debrief Questions**

- Did I reach my [TARGET](#)?
- Was my message [CLEAR](#)? (Introduction, Setting the Table)
- Did I [ENCOUNTER](#) any Objections or Obstacles, how did I handle them?
- Did I [ASK FOR THE REFERRAL](#)?
- Do I have a [PLAN](#) for the next call?



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IN-SERVICES AND  
SITUATIONAL SELLING

Session SEVEN



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SITUATIONAL SELLING

- \_\_\_\_\_ Approach
- Adapt \_\_\_\_\_ to CUSTOMER CIRCUMSTANCES

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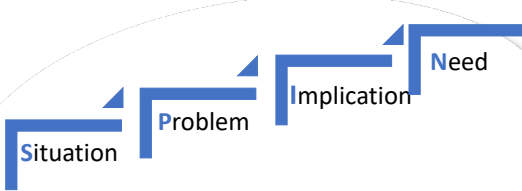


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SITUATIONAL SELLING

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How does SPIN Selling Apply?

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## SITUATION QUESTIONS

- SITUATION** questions are used to **COLLECT FACTS**. Inexperienced salespeople tend to ask more situation questions. Often situation questions can be answered as part of the **PROSPECTING AND SALES PROCESS**. Only ask "essential" situation questions as referral sources could quickly become impatient if too many situation questions are asked.

**Examples**

- What are some of the "Equipment.../Therapies you prescribe for?"
- What is your payer mix?
- What is the current referral process for...?
- Are there certain therapies that are more problematic?

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## PROBLEM QUESTIONS

- PROBLEM** questions are used to **PROBE** for problems, points of **DISSATISFACTION**, or **GENERAL DIFFICULTIES** that the referral source has. Answers to problem questions will direct you toward the core need of the referral source.

**Examples**

- If there was one thing you could change about the current referral process, what would that be?
- What are the disadvantages of the way you're doing it now?
- At what level are you involved in the prior authorization process for referrals?
- Are you experiencing any communication barriers when it comes to the referral process?

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## Pain Indicators

- People shouldn't buy when there is \_\_\_\_\_.
- People shouldn't buy when there is **NO MATCH**.
- People shouldn't buy when there is **NO CRISIS**.
- The reason people should buy, but don't, is \_\_\_\_\_.

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## Probe to Uncover PAIN



**Five Stages in Recognizing PAIN**

- 0-3. **Neutral:** No real Thoughts one way or another
- 4. **Aware:** They are aware there is a problem
- 5-6. **Concerned:** Ownership of Problem with concern
- 7-9. **Critical:** Cost has been associated with fixing the problem
- 10. **Crisis:** Problem cannot be ignored, they need a solution



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## IMPLICATION QUESTIONS



- **IMPLICATION** questions are used to probe for the **CONSEQUENCES OF A PROBLEM** point of **DISSATISFACTION**, or general difficulty. When a referral source answers an implication question s/he should **FEEL THAT THE PROBLEM IS LARGER AND MORE URGENT** than s/he originally felt it was.

**Examples**

1. When you consider the valuable resource of time, how much time does a referral take?
2. Aside from the initial referral, how much other time are you taking to care for your patients?
3. What percentages to the time would you assign to patient care, administration, and other task?



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## NEEDS PAY-OFF QUESTIONS




- **NEED STATEMENTS / QUESTIONS** are used to **UNCOVER THE CORE NEED** (i.e., the buying motive) of the referral source. These statements / questions focus the referral source's attention on the **SOLUTION RATHER THAN THE PROBLEM**. Answers to need statements / questions will get the referral sources to tell you the benefits that they want.

**Preamble Statement:** Based on some of the information you shared  
... if we at "ABC Medical..." could / would...

**Examples**

1. ...be able to match nearly all of your payers, and also...
2. ...remove the majority of the burden of the prior authorization process...
3. ...and streamline both the referral and communication process
4. ...the combination of these, plus excellent patient care and protocols would be a value to your practice / clinic?

**MOVE TO A CLOSE**



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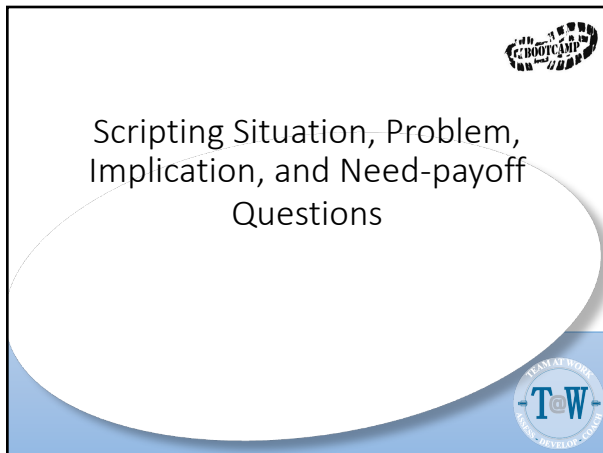
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Scripting Situation, Problem, Implication, and Need-payoff Questions

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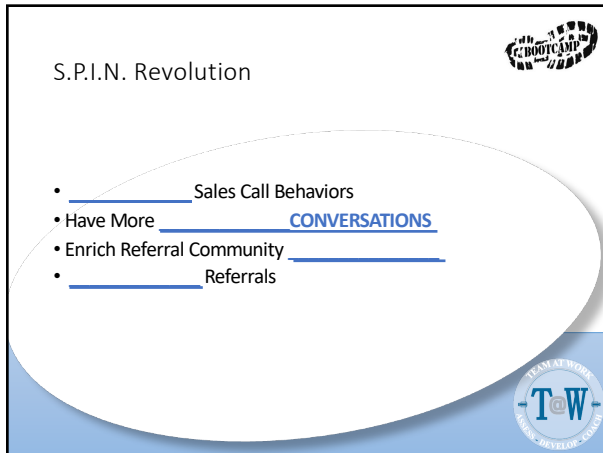
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S.P.I.N. Revolution

- \_\_\_\_\_ Sales Call Behaviors
- Have More CONVERSATIONS
- Enrich Referral Community \_\_\_\_\_
- \_\_\_\_\_ Referrals

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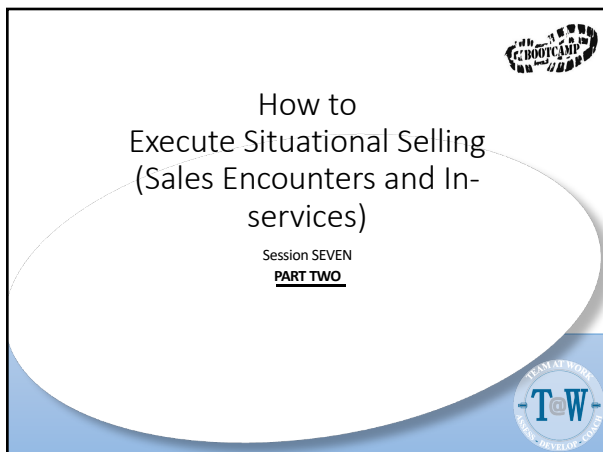
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How to Execute Situational Selling (Sales Encounters and In-services)

Session SEVEN  
PART TWO

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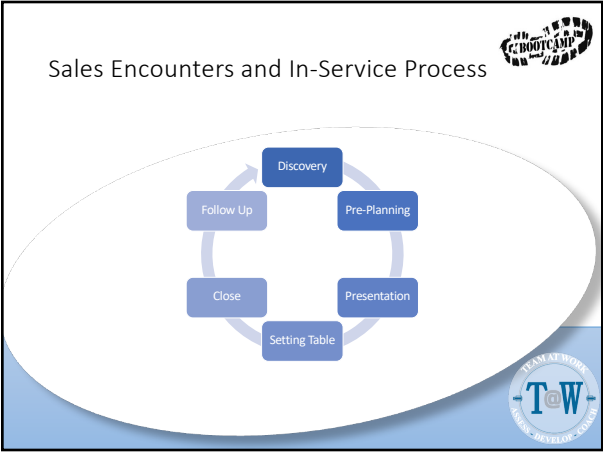
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Suspect  
Most Important Questions

Remember, first we must Qualify the SUSPECT before we PROSPECT.

**MOST IMPORTANT QUESTIONS**

1. Are you currently...?
2. What type of ... are you using...?
3. How often are you referring, using, needing...?
4. What is the process for ...?
5. Might I ask who you are currently using for these services?

This can be USED  
for SALES ENCOUNTERS and or IN-SERVICES Qualification.

**MARKET DATA**

Logos for 'TEAM AT WORK' and 'T&W' are visible in the top right and bottom right corners respectively.

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PRE PLANNING

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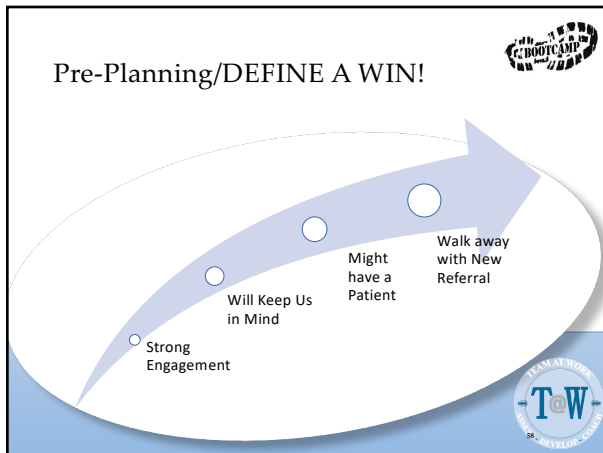
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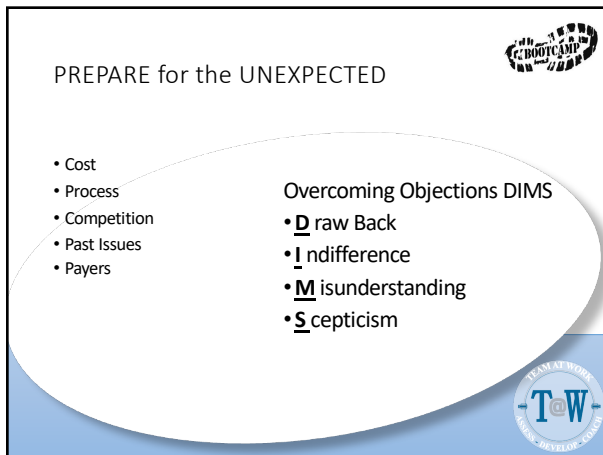
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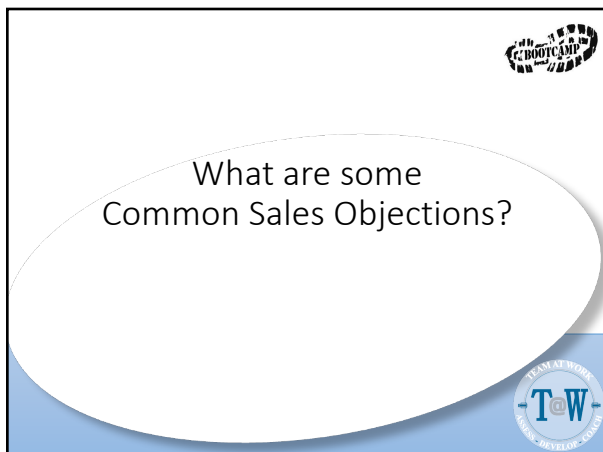
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### 4 Types of Sales Objections: Drawback

**DRAWBACK:**  
When the customer has a complete, correct understanding of your product or service but is **DISSATISFIED** with the presence or absence of a feature or benefit.

**OVERCOMING**

- Acknowledge the concern and **REFOCUS** on the bigger picture
- outweigh the drawback with the previously accepted **BENEFITS**.
- help the customer put the drawback in **PERSPECTIVE**
- Address the highest **PRIORITY** and **NEED** your **COMPETITION** cannot provide

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### 4 Types of Sales Objections: Indifference

**INDIFFERENCE:**  
When the customer expresses indifference or **PASSIVENESS** or **APATHY** toward your product or service.

**OVERCOMING**

- PROBE** to uncover unrealized needs that the customer may have.
- Indifferent customers are a challenge
- We must identify the customers **PAIN** whether perceived or realized

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### Remember Pain Indicators

People shouldn't buy when there is **NO PAIN**.

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4 Types of Sales Objections: **Misunderstanding**

**MISUNDERSTANDING:**  
When a customer has a concern because they think you cannot **PROVIDE** a particular **FEATURE or BENEFIT** when, in fact, you can.

**OVERCOMING**

- Confirm the **NEED** behind the **CONCERN** and then describe the relevant **FEATURES, BENEFITS, and LEGS**.

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4 Types of Sales Objections: **Skepticism**

**SKEPTICISM:**  
When a customer expresses **DOUBT** that you as an organization will do what you've said you will do.

**OVERCOMING**

- You overcome **ACKNOWLEDGE** the **DOUBT** and offer **RELEVANT PROOF** to the customer.
- Consider a **SPIN** approach

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Develop a clear path for  
Overcoming Sales Objection

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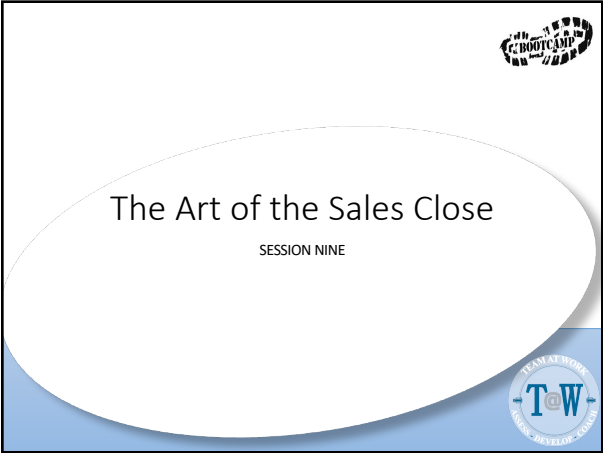
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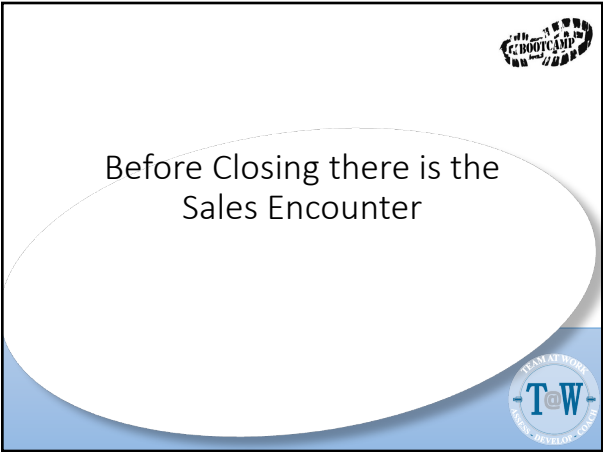
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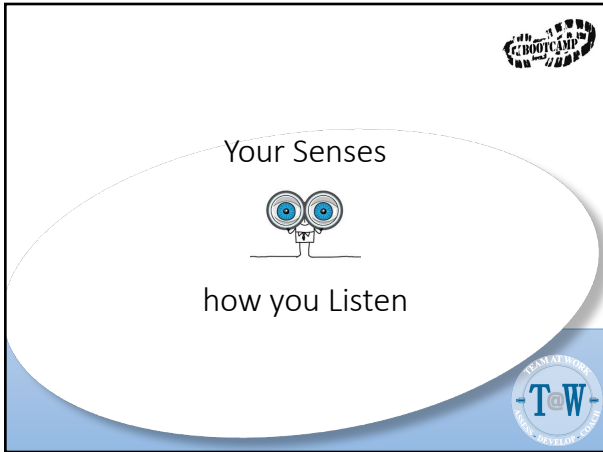
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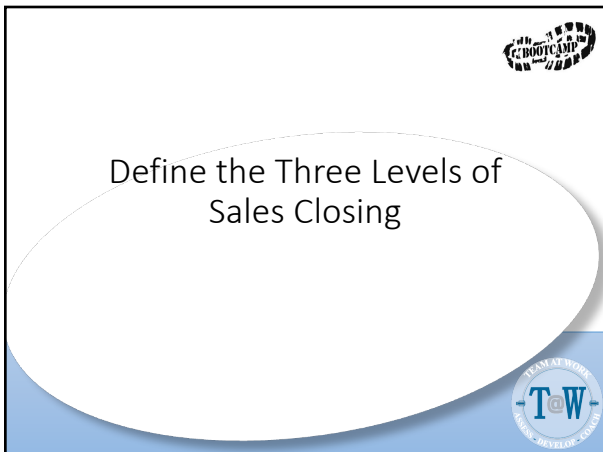
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## Three Levels of Sales Closing

- SOFT
- STRONG
- PRESSING

Defined, Applied, and Scripted

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## Soft Close

**Defined**

- Removes binary YES / NO and builds on RELATIONSHIP

**Applied**

- New PROSPECTS – planting the SEED for future referrals
- EXISTING Referral Sources – BETWEEN referrals, staying TOP OF MIND

**Scripted**

- ...has this information just shared earned your trust to send us your next patient?
- ...I hope that you will give us the opportunity to serve you and your patients.
- ...would you please keep us in mind for your next infusion patient?
- ... we are looking forward to serving you and your patients

**PRACTICE SCRIPT**

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## Strong Close

**Defined**

- Builds on RELATIONSHIP by voicing POSITIVE EXPECTATIONS

**Applied**

- IMMINENT Decision PROSPECTS – they have stated they HAVE PATIENTS
- GROWTH OPPORTUNITY with Existing Referral Sources – HIGHER VOLUME

**Scripted**

- ...what do I have to do to earn your trust for your next patient?
- ...as you have indicated, you do have patients receiving therapy, will you offer us to your next patient needing infusion therapy?
- ...so grateful for the referrals you have sent, is there more that I can do for other patients you are not sending my way?
- ...if we remove the current barrier, is there a reason why you would not send us your next referral?

**PRACTICE SCRIPT**

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### Pressing Close

**Defined**

- Repeated **PROMISED** referral, with **NO ACTION**

**Applied**

- PROSPECTS – that have stated they **WILL SEND THE NEXT REFERRAL**
- Existing Referral Sources – Sending **LOW MARGIN** referrals, when there **GREATER ONES**

**Scripted**

- ...is there a reason based on what I shared, that you would not send us your next referral?
- ...when we spoke last, you had mentioned sending us your next patients, is that still the plan?
- ...have you been please with the level of care we are giving to your (IRON) patients? Have we earned your trust for your (IG) patients?

**PRACTICE SCRIPT**

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### Territory Management CRM and Market Data

SESSION TEN

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77

### Tech Enabled Selling

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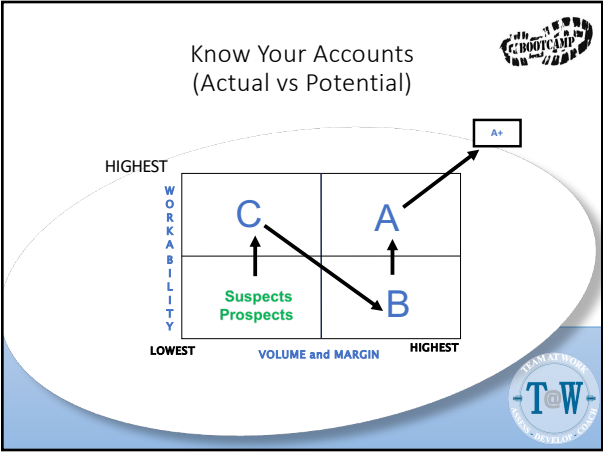
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SMART Balance  
Monthly Sales and Prospecting Goals

	Week One	Week Two	Week Three	Week Four
Base Accounts	70%	80%	90%	99.9%
Suspecting	30%	20%	10%	0
Prospecting				

TEAM AT WORK  
T&W

80

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HALFTIME

HOME SALES  
GUEST POSSIBLE SALES  
8:30  
SALES IN  
NOT HEARD FROM  
SALES TO CLOSE  
PROSPECT TO WORK  
IF YOU'RE NOT WINNING AT THE GAME, CHANGE THE WAY YOU PLAY!  
TEAM AT WORK  
T&W

81

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