Welcome to the Conference

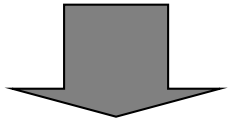
Presentation for Sales Professionals

HEALTHCARE MARKETING
DR. UMBACH & PARTNER
www.umbachpartner.com
Training + Consulting

Sales-Professionals-Presentation-Slideshare 8Dec2013

Your Input

Questions



Enter into dialogue

Opportunities

Topics

The will to prepare to win is more important than the will to win
Visit the right people
Create an informal atmosphere
It's all about providing value
Good ways to start a conversation with the doctor
How to make the other person curious
What the doctor is really interested in
Power questions
How to listen
How to use visual aids like folders
Magic words in any language
Words to avoid in business conversations
Effective calls to action

Goals

Communicate More Effectively

Convince Your Customers Faster

Sell more products

Tips

Advice

Suggestions

Recommendations

You choose

Let your ideas inspire you

Reservoir

Catalyst

Personal action plan

If an idea occurs to you, write it down

Get your inspirations on paper

Recipe

It's not important how much you know, but how much you actually implement

…

Knowing → Going

Your Attitude:
Your Frame of Mind

Think Positively

Half empty

Half full

Accentuate the positive

Positive Attitude

Up-beat wins

Be confident

Show drive

Exude optimism

You are friendly and likeable

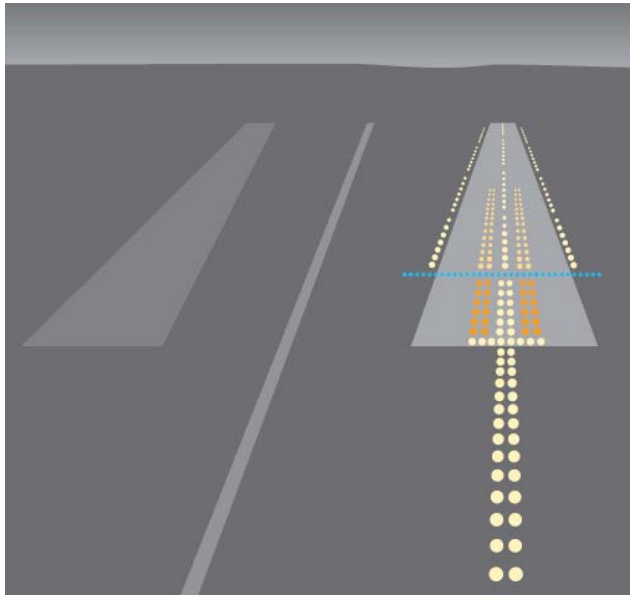
Some guiding principles that you can adapt to your own style

Prepare

The will to prepare to win
is more important
than the will to win

Do research

Analysis



Know
Your
Target
Group

Find out where the landing lights are

Targeting

Common mistake:

Focusing on the wrong target group and chasing poor prospects

Do your home work

"Pre-Qualification"

→ Visit the right people

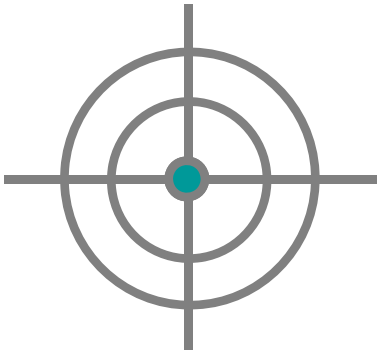
Wrong target group

=

poor Marketing and ineffective Selling

Focus

Whom do you want to convince?



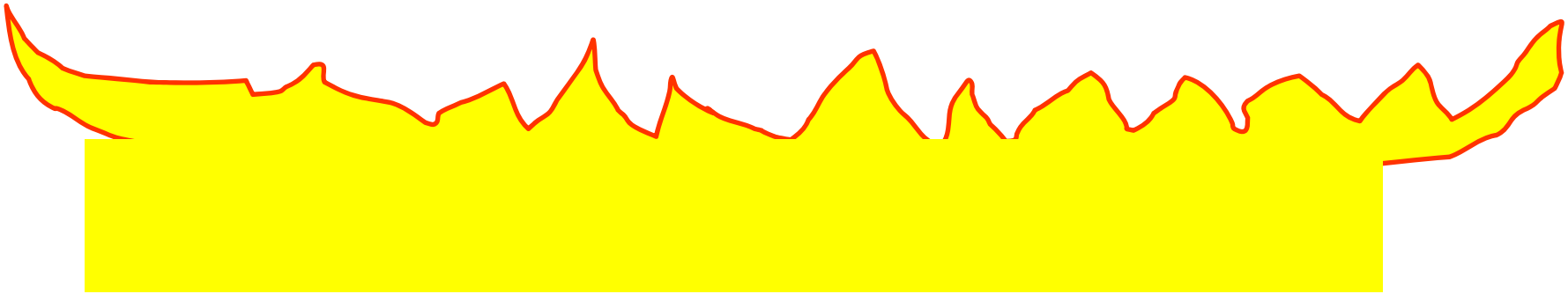
Are you on target or off-track?

Classifying Customers

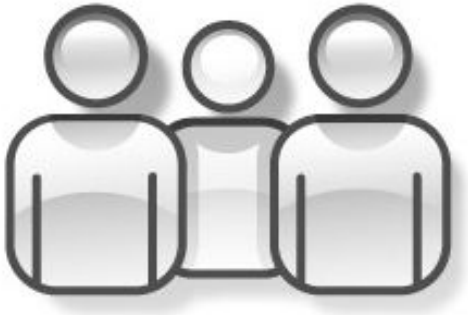
- Current impact
- Potential future impact

Type	A	B	C	D
Relevance	High			Low

Think Unmet Needs



Discover the customer's real problems



Engage

Connect

Build a relationship

Establish Rapport

"Business is Relations"

"It's always personal"

Person

At a certain point, people stop buying your products, and start buying you:

You become the product

Daniel Levis

P2P

What you want to convey
to your customers?

A powerful and
convincing message

A Powerful Message

- **Attention:** Arouse interest for content

  Benefit: Offer a fact-based solution

  Superiority: Show unique value

  Validation: Support with reference

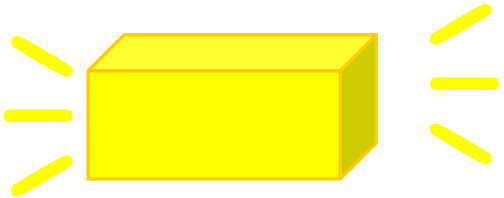
  Behavior: Ask for action

Attention

More volatile than

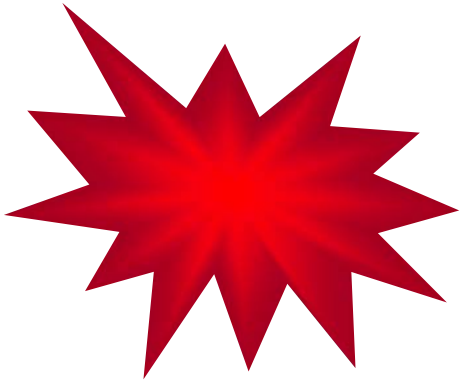
ether

More precious than



gold

First Step



Make the prospect curious and interested

Irrespective of who the customer is, it's important to grab their attention

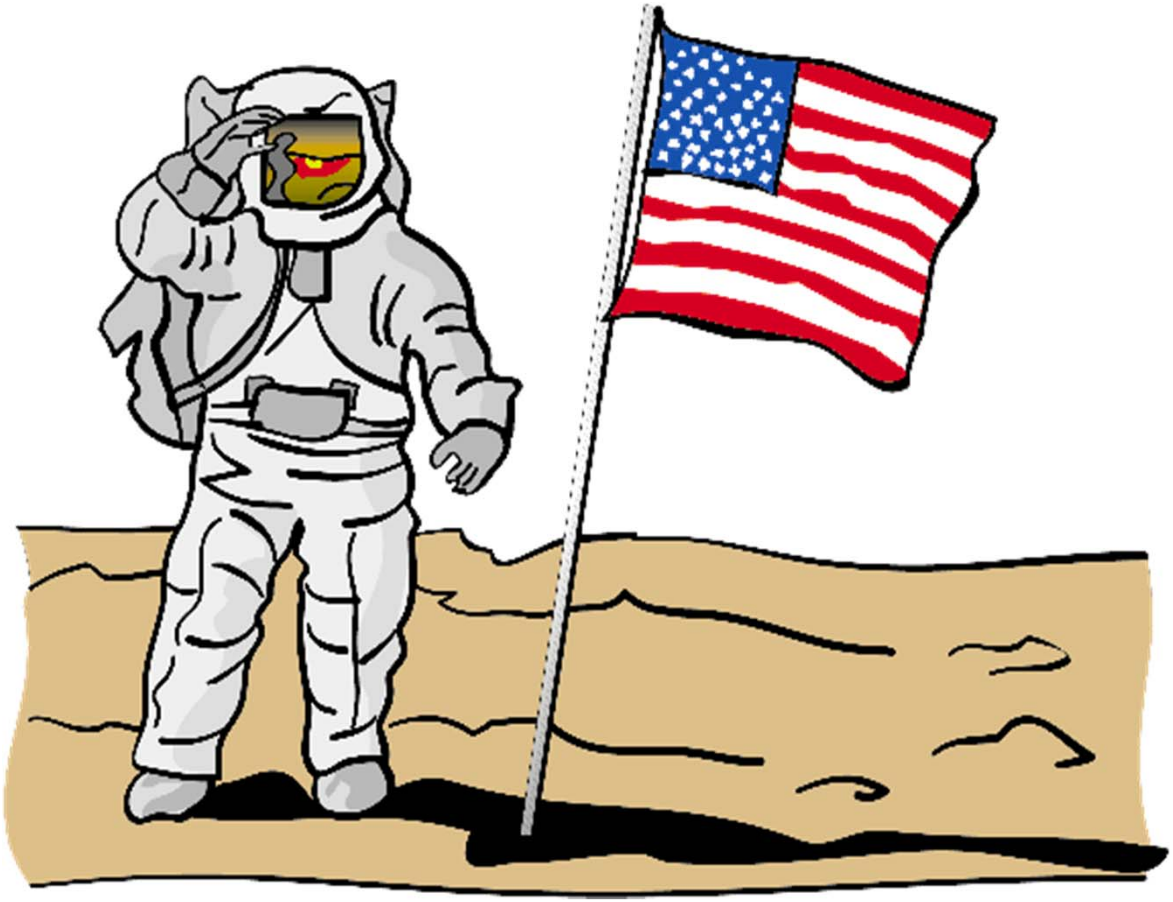
The Sale Before the Sale

Capture the Prospect's Attention

Good ways to start a conversation:

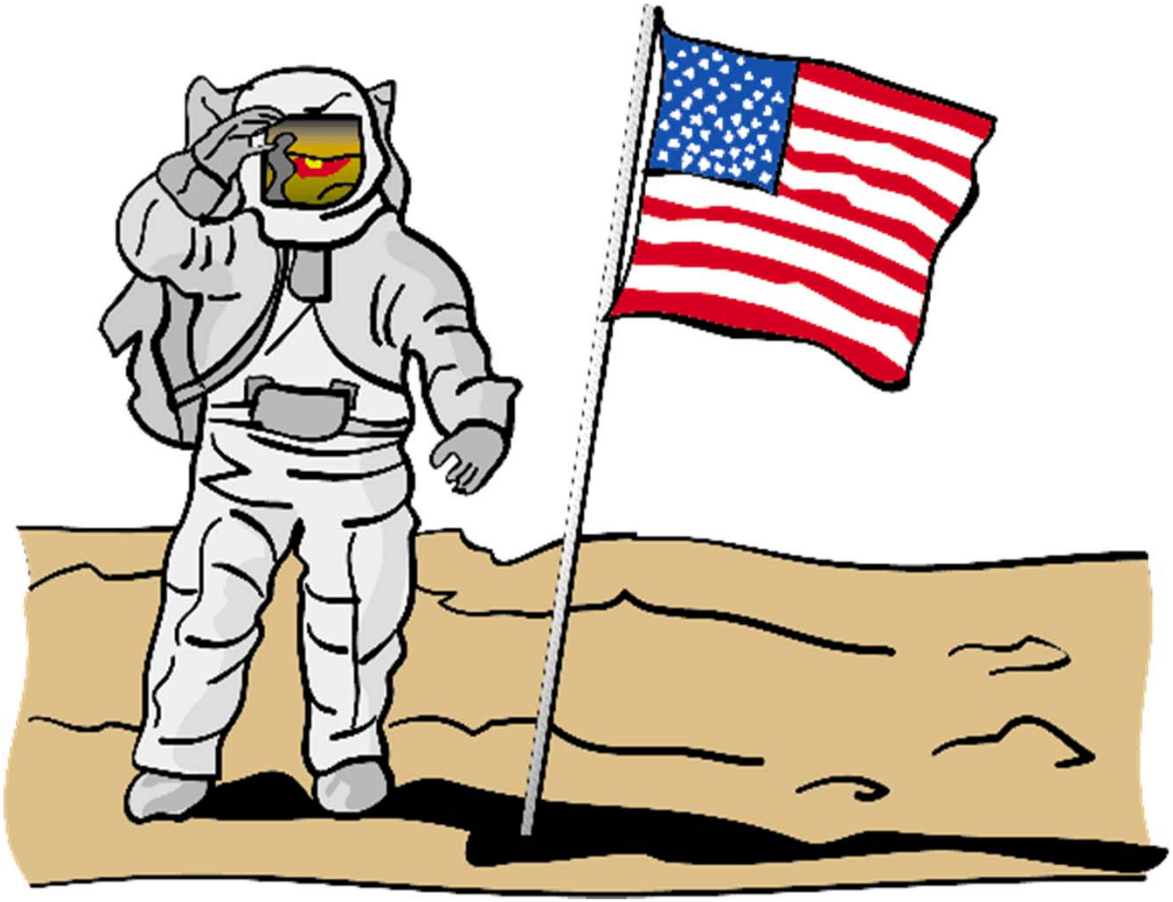
Use words that arouse curiosity

First Man on the Moon?



Neil Armstrong

The Second Man on the Moon



Words That Spark Attention

Words you should use

First

...

New

This is special.
I should know.

Can you justify them?

Give a Precise Number

Key
conclusions

The **3**
key conclusions

Be brief

Keep **i**t **s**hort and **s**imple

Kiss

Keep it super short

A Powerful Message

Attention: Arouse interest for content

- **Benefit:** Offer a fact-based solution

Superiority: Show unique value

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Customers' Eternal Question

Why is this important to me?

What's-In-It-For-Me Syndrome

Types of Human Needs

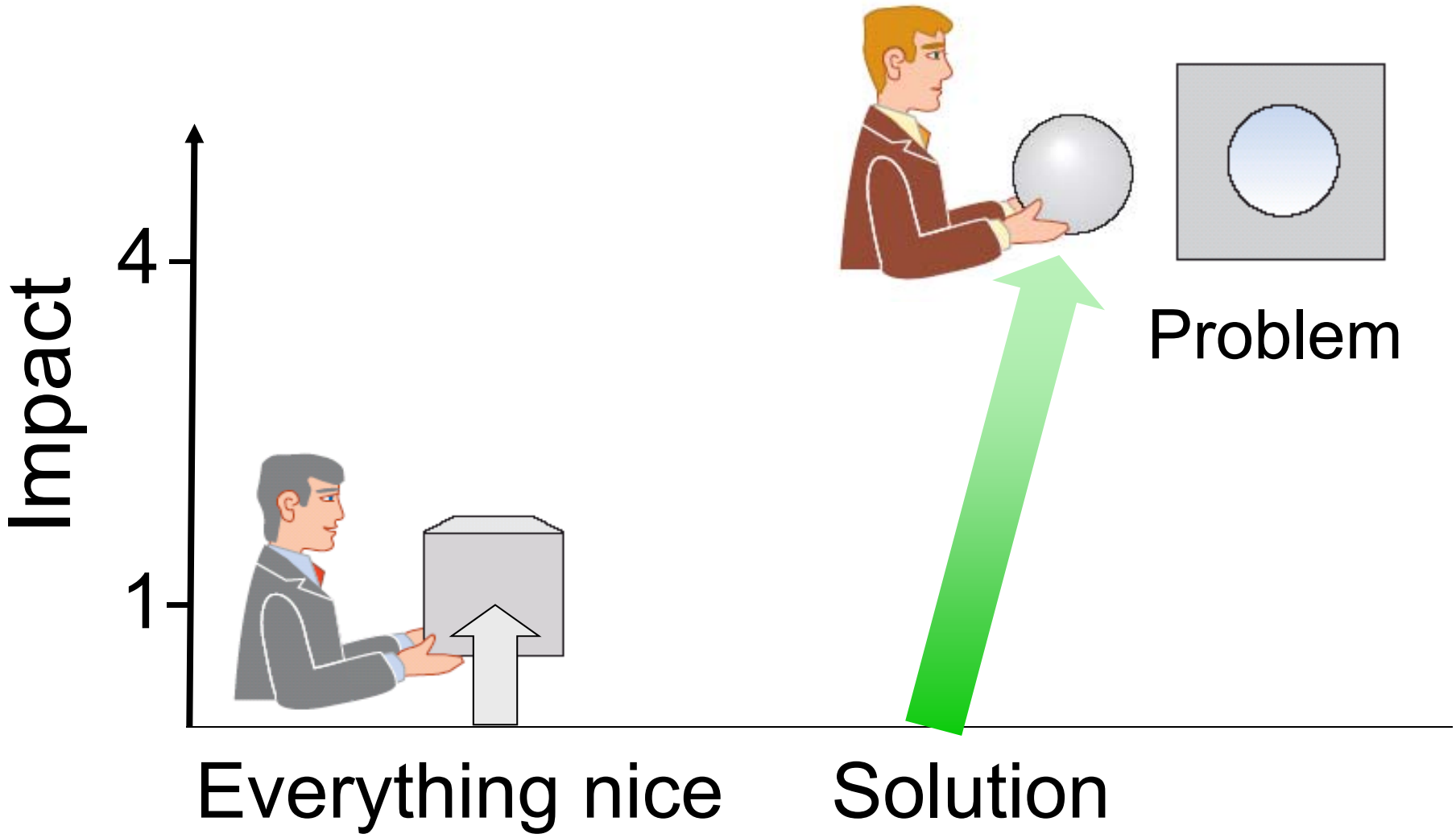
Official

- More knowledge
- Support / Cooperation

Personal

- Appreciation and Recognition
- Feeling safe
- More free time
- Entertainment
- Gifts or money

Message



Benefit: Make it worthwhile

It's all about providing value:
You have to have a strong value proposition

The difference you will make:
You improve the client's condition by …

Complaints by Sales Reps

The prospect did not return my call

I cannot get any appointments

Your recommendation …

… Become more interesting
Provide more value

A Powerful Message

Attention: Arouse interest for content

Benefit: Offer a fact-based solution

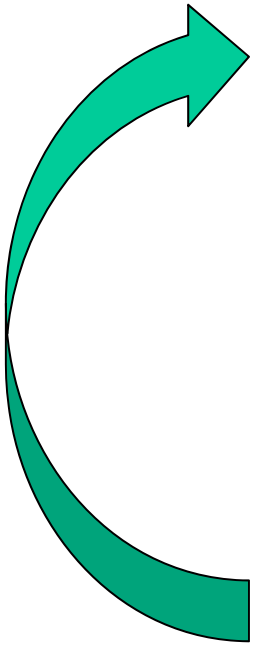
- **Superiority:** Show unique value

Validation: Support with reference

Behavior: Ask for action

What would happen …

… if you started with



Superiority = Uniqueness

followed by

Benefit = Solution

Always start with

a Benefit

= Solution
= Value proposition

A Powerful Message

Attention: Arouse interest for content

Benefit: Offer a fact-based solution

Superiority: Show unique value

- **Validation:** Support with reference

Behavior: Ask for action

Validate Your Claims

Give proof that your product

will perform as you say it will

Endorse your message

by reliable sources …

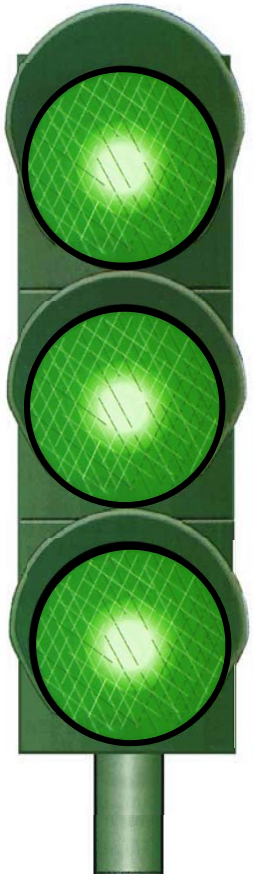
Testimonials

How many statements from satisfied customers in your country do **you** use in conversations with your customers?

0 1 2 3

Testimonials

Who is responsible for getting those statements from satisfied customers in your country?



Attention

Benefit

Superiority

Validation

…

Attention: Arouse interest for content

Benefit: Offer a fact-based solution

Superiority: Show unique value

Validation: Support with reference

- **Behavior:** Ask for action

Ask for Action

CTA = Call to Action

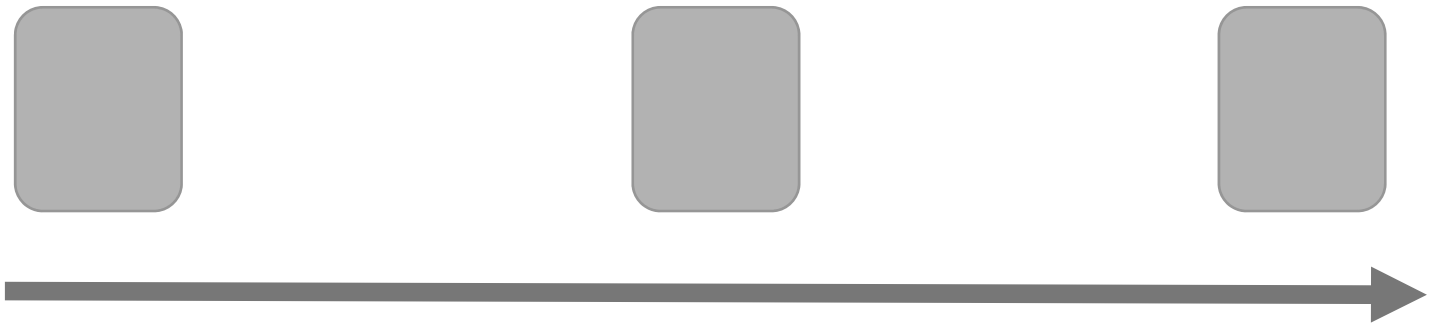
What do you want people to do?

Ask for Action

After all the work you put in,
all the time, money and energy,
the decisive moment is:

Closing the sale

Best Point in Time



Give Options

Turn the customer's question from

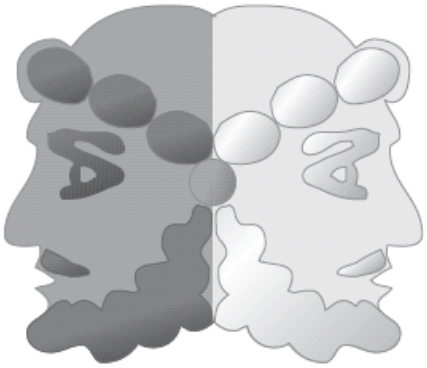
"Should I act?" → "Which option should I choose?"

Conclusion

Do what approximately 70 % of all sales reps forget:

Always complete your talk with an effective call to action!

Modes of Expression



With language you are playing an incredibly dangerous game

Frank Luntz: Words that work

Some Words Transform

Your Text ...

Drop "Barbed Wire" Words

Avoid hazardous language

- Problematic
- Difficult
- Complicated
- Questionable
- Mistake

The Power of Words

Loose lips sink ships

Words can determine how people feel and how they act

Be careful what you say

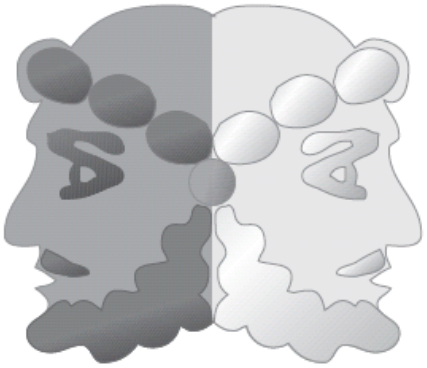
Zarathustra

Speak the truth, but speak it pleasantly

Zarathustra, 1000 B.C.

Write the truth, but write it pleasantly

Language



Choose words with

Positive interpretations

Optimistic connotations

Agreeable implications

-	+
unquestionable	accepted
You misunderstood me	Let me explain

- → +

problem

challenge

fascinating problem

- → +

disappointing

informative

instructive

insightful

-	→	+
old		established well-known modern classic

Alternatives to "Prove"

Avoid	Prefer
• Prove	• Validate • Document • Confirm • Highlight • Emphasize • Underline

Alternatives to 'Difference'

Case: Examplex is 20% better

20% improvement

20% increase

20% difference

The "Magic" Word

In any language is …

the other person's name

Key Words

Benefit

Value

Advantage

Use them

The Important Words

Forging an identity with
the right vocabulary

Number of Bullet Points

Uneven	Even
3	

Make lists of three

Your 3 Core Messages

-
-
-

3 Questions and Your Answers

-
-
-

Calling the Other Treatment

- Control
- Standard therapy
- Conventional therapy
- Reference substance
- Gold standard

The Competitor

- Don't mention the other brand name
- Don't bad-mouth the competition

- Ask a question about an item where your product is superior, for example *"How important is convenience?"*

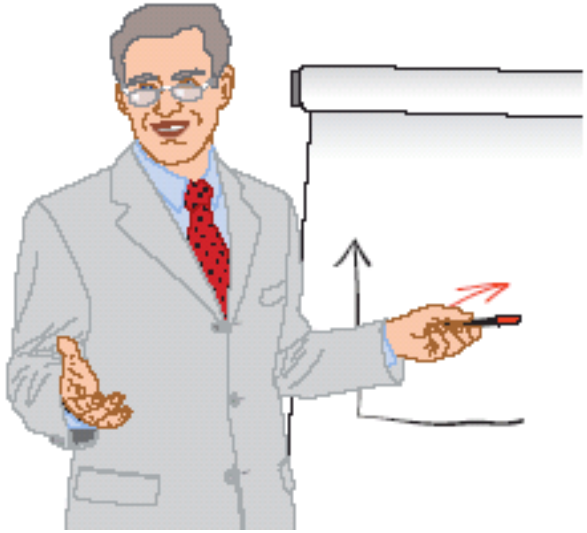
Your products are special, because …

Your service is better, because ...

Communication Channels

Choose the routes that
your target audiences prefer

Give Great Presentations



Rehearse

Polish

Refine

On Stage

You're on!

Think

Pep

Passion

Performance

Practice

Use every opportunity

You don't get great within one day, but day by day

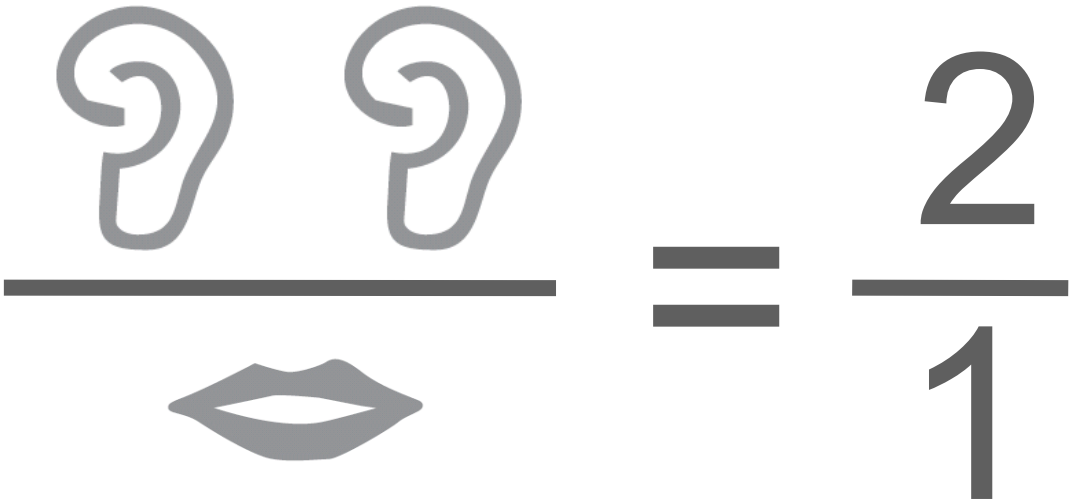
The

Experience Economy

Work is Theatre and Every Business a Stage

B. Joseph Pine II
James H Gilmore

Start a Dialogue



Listen

The Testing Cycle

Prepare a draft

Test it = Ask questions
Get feedback

Adjust = Fine-tune
Adapt to feedback

Good Questions

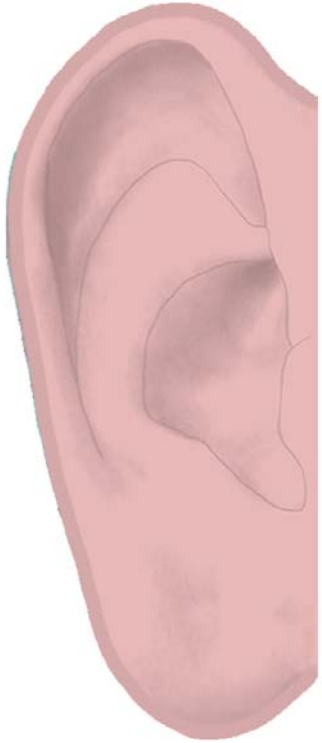
Ask great questions
and you will get
great answers

Your prospect will evaluate you by

- how smart your questions are

- how well you can listen

Listen to Feedback

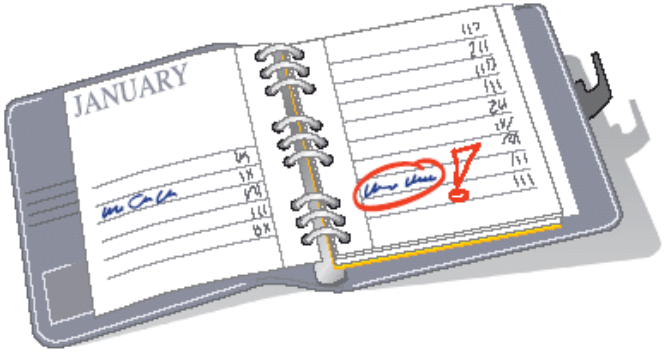


Rapid prototyping
Improve faster
Succeed sooner

Critical Success Factor

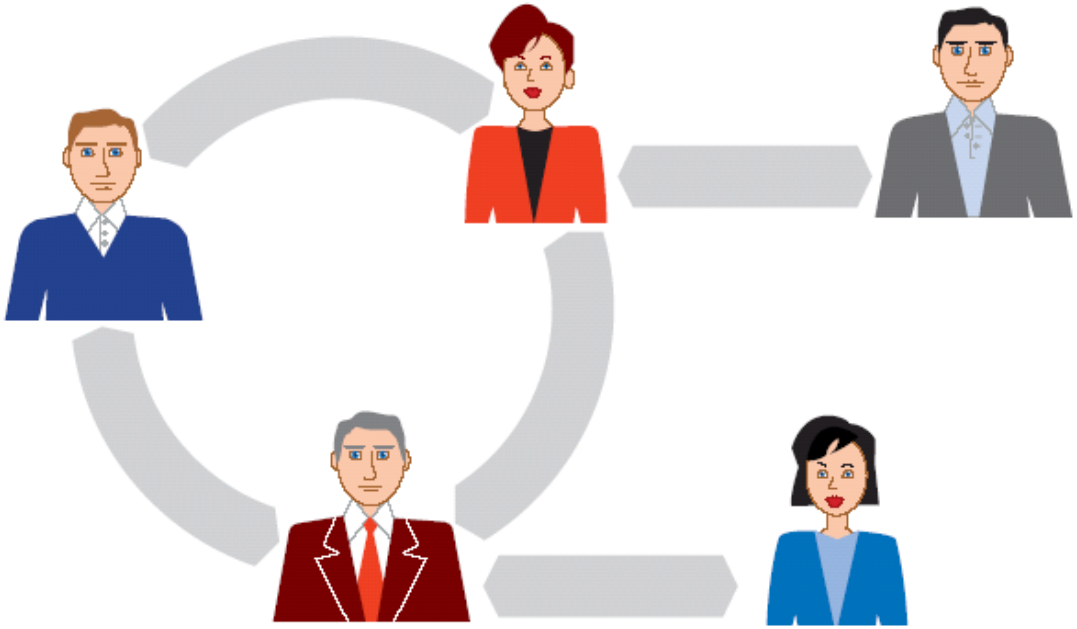
Speed

Follow-up



Effective follow-up is what distinguishes the professional from the amateur.

Network



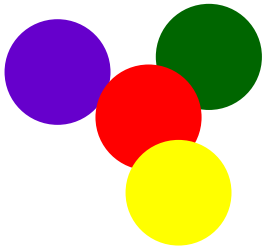
Connect to people
Make lots and lots of friends

Electronic Business Platforms

www.xing.com
www.linkedin.com
www.viadeo.com

Local platforms

Combination



Lots of little things done well
can make a powerful difference

Richard Branson

Summary

Research and analyze
Customize
Test and adapt

Establish rapport
Ask questions
Listen
Ask for action

Live up to your true potential

Stretch

Whatever you can do or dream, begin it.

Boldness has genius, power and magic in it.

William Murray:
The Scottish Himalayan Expedition
Quoting the German poet Goethe

Types of People

Make things happen

Watch things happen

Wonder what's happening

Dare

The Big Secret

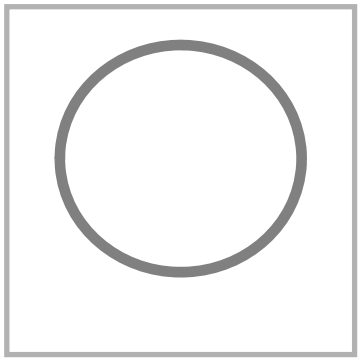
Get out and do it

WIN

Work it now

Have the courage …

… to take risks



Get comfortable
being uncomfortable

Wake Up

Morning

Alert

Act

Make every day count

You Can Achieve Mastery

You can choose

- preparation
- optimism
- action
- excellence

Rise to New Heights

No one can predict to what heights you can soar

Even you will not know until you spread your wings