

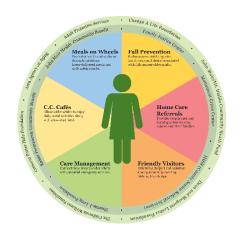
Making the Connection Sales 101



The Process

1-2-3- and be ready for detours

- Research
- Setting the Appointment
- First Appointment Steps
- ► The Close
- Timing
- Messaging Tools
- Expectations

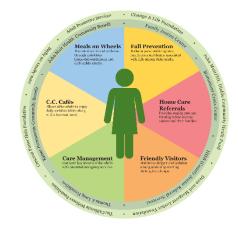




Research

Know Yourself and Them

- You:
 - Strengths
 - ▶ Goals
 - Weaknesses
 - ▶ Be Ready for Yes



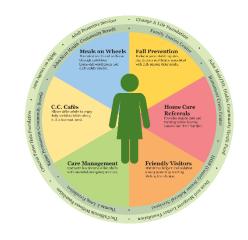
- Opportunities:
 - ► Insurance Companies
 - Skilled Nursing
 - ► Hospitals
 - Physician Groups



Subcontractor Position

Little Room for Negotiation

- Look For:
 - Exclusivity
 - Duration
 - Requirements
 - Billing



- Benefits:
 - Quick Turnaround
 - Model Contract
 - Established Procedures
 - Established Expectations



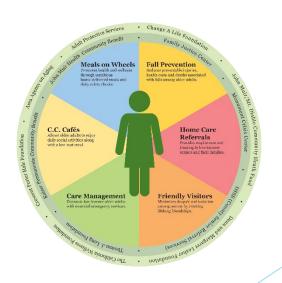
Direct Contractor - Hospital

You Control Negotiations

- Determine:
 - Service Offering
 - Patients
 - Duration
 - **Outcomes**
 - Billing Fee for Service or Capitated

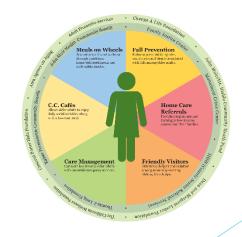


- Negatives:
 - ► Long Negotiation Period
 - ► Not a Priority



Setting the Appointment Stay Focused

- 1. Opening Statement
 - 2. Reason For the Call
 - 3. Credibility Statement
 - 4. Schedule the Appointment



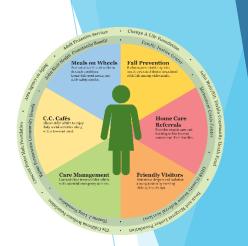


First Appointment

Follow the Steps

- 1. Purpose of the Meeting/Establish Credibility
- 2. Uncover Needs/Ask Questions5 Things to Uncover
 - 1. Need/Desire
 - 2. What
 - 3. Timing
 - 4. Who
 - 5. Funding
- 3. Schedule Next Steps

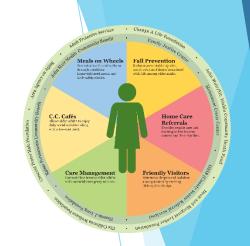




Things to Bring on Your 1st Appointment Credibility

- 1. Case Statement
- 2. Organizational Brochure
- 3. Newspaper Articles
- 4. Reference Letters/Brochures
- 5. Annual Report
- 6. Data Sets/Infographics re: Impact
- 7. Articles





Presentation Appointment

The Close

- 1. Recap the Needs and Close
- 2. Present the Plan and Close
- 3. Ask for a Commitment and Close
- 4. Develop a Timeline and Close

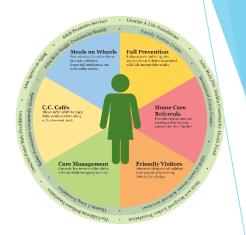




Image is Important

Tools To Reinforce Your Image

- Facebook
- Twitter
- Newsletter
- > Email
- Newspaper Articles
- Research Papers
- Press Releases
- Funders
- Board/Staff/Volunteers



