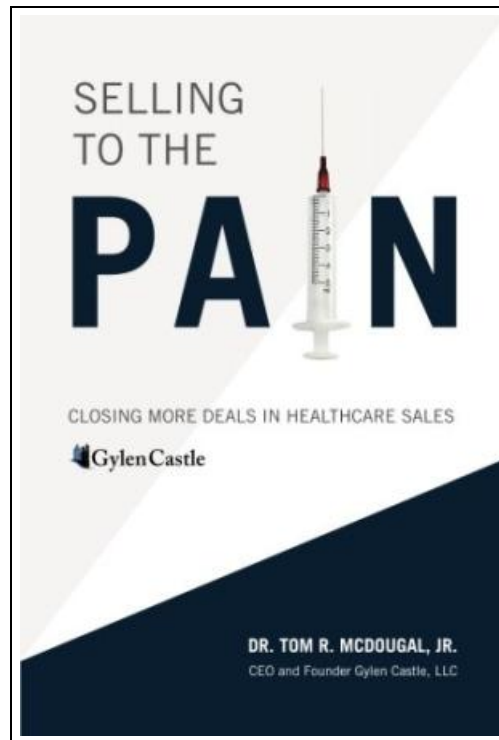


Selling to the Pain: Closing More Deals in Healthcare Sales (Paperback)



Filesize: 7.36 MB

Reviews

This kind of pdf is almost everything and made me seeking forward and much more. It is actually packed with wisdom and knowledge You will not really feel monotony at whenever you want of your own time (that's what catalogs are for about when you question me).

(Martina Maggio)

SELLING TO THE PAIN: CLOSING MORE DEALS IN HEALTHCARE SALES (PAPERBACK)



Createspace Independent Publishing Platform, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Selling to the Pain: Closing More Deals in Healthcare Sales (2016) is a revolutionary strategic methodology to improve sales efficiency and close rates. The pain a potential customer is experiencing is the result of a lack of performance in financial, quality, or satisfaction key metrics. To be successful, you must diagnose the pain, communicate your solution effectively, and close the deal. During the past two decades, the culture of decision making has changed but many companies have not pivoted their sales strategy to be effective long term. Competition is fierce. Selling to the Pain is proven to create a competitive advantage to drive results in what matters - efficiently closing more deals. Author and CEO of Gylan Castle, Dr. Tom McDougal, accepted his first hospital CEO position at age 27 and led five different hospitals over the following 17 years. Now a serial healthcare entrepreneur, Dr. McDougal provides deep insights from his unique perspective of both a decision maker and a sales professional. Selling to the Pain includes three critical components to sales strategy success: -Understanding the decision process and the factors that affect decisions as explained in The Decision Table(c); -Developing a Value Proposition Message to identify the pain a customer is feeling and communicate an actionable solution; and -Applying Accountability Sales(c) to hold the decision maker accountable to help you close the deal. Through Dr. McDougal s insights and advisement of the Gylan Castle strategy, you can achieve an advantage over your competition by capturing the decision maker s attention and improving efficiency to close more deals. While Selling to the Pain is developed from experiences in healthcare, the strategies are often applied to other industries that have long...



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