

LAYING THE GROUNDWORK FOR SALES SUCCESS

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G2 Intelligence
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OUTLINE

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- The significance
- Chapter 1: Optimizing sales performance
- Chapter 2: Sales methodologies
- Chapter 3: Preparing reps for battle

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THE IMPORTANCE

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1. To evolve into a master-class rep:
 - Prepared
 - Professional
 - Productive
2. To increase sales and client retention
3. To show your lab has a vested interest in growth and success of its employees
4. To strengthen your lab's reputation in the community

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Chapter One

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OPTIMIZING SALES PERFORMANCE

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HIRING

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- Natural tendency to consider someone with previous lab sales experience
- But does experience equal aptitude?



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NEVER ASSUME

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- A rep from a competitor comes hard-wired with a golden set of sales attributes
- Your reps do not need:
 - Continual training
 - Coaching



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JOHN WOODEN

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- *“It’s what you learn after you know it all that counts.”*



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**THE TWO EDUCATIONAL
COMPONENTS
THAT OPTIMIZE SALES SKILLS**



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#1
CLASSROOM TRAINING
#2
COACHING

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CLASSROOM TRAINING PROVIDES

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- A sales process
- A standard for your expectations
- A proactive approach
- A chance to practice

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PRACTICE AND REPETITION

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- **Mahatma Gandhi**
 - “An ounce of practice is worth more than tons of preaching”
- **Will Smith**
 - “I’ve always considered myself average talent, but what I have is a ridiculous, insane obsessiveness for practice and preparation”

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COACHING

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- Co-rides
 - Immediate discussion following each call – atta boys, what could have been said/done differently, next steps
- One-on-one
 - Review recent activities, issues, competition, areas for improvement
 - For under-achiever: review plans for turnaround

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MAXIM

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- Classroom training is what you need to become a sales *person*
- Coaching is what you need to become a sales *champion*
- P.S.
- Classroom training and coaching should not be a one-time event

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Chapter Two

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SALES METHODOLOGIES

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THE TWO PRIMARY SALES COMPONENTS

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#1
16
STRATEGY

#2
TACTICS

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DEFINING STRATEGY

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Laying out moves in advance of the tactical call

Ultimately, it's

The Art of Creating Power

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STRATEGY COMPONENTS

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- Knowing final approver and highly influential staff members
- Developing a client coach
- Knowing decision-making process
- Knowing your lab's differences versus each competitor
- Responses modes of various people

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STRATEGY COMPONENTS

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- Having a valid reason the *client* would appreciate
- Strategies that influence
 - Social proof
 - Competitive repositioning
- Qualifying the account

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STRATEGY COMPONENTS

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- *How* to build effective relations
- “Going deep” within clients
- Reframe client's idea from a simple transactional service (Lab 1.0) into being a *valued partner* (Lab 2.0)
 - Improving patient outcomes
 - Controlling healthcare costs
 - Clinical decision support tools

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THE STRATEGIST LOOKS FOR ...

²¹

**Opportunities to out-think the competition
and....
Ways to step out of the commoditization world**

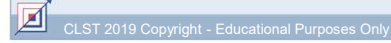


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TACTIC DEFINITION

²²

ONE-ON-ONE ENCOUNTER



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TACTIC COMPONENTS

²³

- Having a compelling opening statement
- Gaining background information
- Probing for “likes”
- Probing for issues
- Use of implication questions
- Competitive repositioning
- Presenting benefits/unique offerings
- Handling objections/uncovering basic issue
- Closing

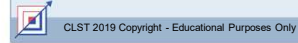


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Chapter Three

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PREPARING REPS FOR BATTLE



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REPS MUST USE....

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- Business card with everyone
- Presenter manual
- Educational hand-outs
- CRM tool (computer program, Excel, Word or hand-written)

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WHAT WOULD YOU SAY?

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- **Provider:** *“I already get....and expect reliable pick-ups, fast turnaround time, quality results, supplies, and so forth. I’m curious what makes this lab of yours so different from the one I’m using that would be a compelling reason to make a change?”*

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THE ANSWER

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- *“I’d be delighted to tell you what sets us apart from XYZ Lab, but I first have to ask a few questions to better understand the specific needs you may have.”*
- Your questions should lead to your basic differences/unique offerings
- It’s effective to uncover *unrecognize problems*

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TRAINING RESOURCES

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- Lab departments review updated info
- Ask reps to discuss real-world circumstances with the group
- Request vendor presentation
- Salesperson/sales management presentation
- Independent guest speaker

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CLIENT/PROSPECT VISITATION

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- Provide occasional goodies (if leaving off, prominently display business card)
- Upper management co-ride = helps build client rapport and loyalty
- Enrich relationships using educational hand-outs



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BALANCING EFFICIENCY AND EFFECTIVENESS

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- Manager may say, “*On average, I expect you to make a minimum of X calls per day*”
 - This = “efficiency”
- Problem: what gets measured usually gets done – regardless of effectiveness



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EFFECTIVENESS

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Top reps devote their energies to
effectiveness



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EFFECTIVENESS: CURRENT CLIENTS

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- Saving the client from changing to another lab
- Satisfactorily resolving client’s - or the lab’s - issue
- An occasional comment regarding appreciation of their business relationship



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EFFECTIVENESS: PROSPECTS

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- Advancing the sale
 - Client to return call or text
 - Getting help to get appointment with next higher level
 - Establishing a lab tour
 - Agreement to see you the next time
 - Agreement to try your lab


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WHAT A MANAGER *SHOULD* SAY

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- *“In general, I expect you to make a minimum of X calls per day. It’s OK if you don’t always hit that number..... however, your CRM notes need to indicate how you spent your time and (for sales calls) what kind of client action was achieved.”*


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COMPLIANCE TRAINING

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- Federal/state laws – and associated civil and criminal penalties
- Pricing
- Equipment
- Custom profiles


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RECOGNITION

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- Verbal recognition of excellence –especially in front of peers
- Hand-written note
- Name on a plaque

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MY HOPE

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1. These points confirm what you are already doing and/or
2. You've gleaned some helpful information for

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