

**MAKE IT MATTER | Provider Relations | Professional Outreach | Physician Liaison**

A professional, consultative sales team, forms the foundation for healthy growth.

**Make it Matter** delivers a dynamic and highly interactive learning experience, laser-focused on building long-term relationships and results.

**Energize and Equip Your Team**

**Make it Matter** energizes and equips your team with tools and techniques to:

- Optimize face-time and build relationships with physicians, advanced practitioners and their practice teams
- Effectively deliver information about the value and support your organization delivers to providers, their staff, patients and families
- Navigate difficult conversations and overcome resistance from physicians and office staff
- Use data and insightful analyses for effective referral management

Your **Make it Matter** experience includes interactive videos, role-playing and exercises that are practical, memorable and applicable to your unique value proposition.

**High-Performance Business Development**

**Make it Matter** empowers your team to perform at a higher level, using the differentiator of consultative selling. Tiller-Hewitt trainers draw on direct management experience on both the health system and the physician practice sides of healthcare.

**Two-Day Interactive Learning Experience**

Providing your team with a properly sequenced, live classroom training event is an investment that will pay dividends quickly through improved enthusiasm, synergy, learning reinforcement and performance in the field.

**PERSPECTIVES FROM TEAMS WE HAVE TRAINED**

“I’m leaving here today with new energy to lead my team and show value to our external practices.”

“The goal-setting portion was invaluable to my personal and professional growth.”

Mayo Clinic

“Inspiring, and with creative ideas to sell our hospital and how to overcome objections.”

VCU Health

“This is the ‘go-to’ roadmap for successful selling. Make it Matter made a difference in our provider outreach.”

“The program was filled with high energy and practical ideas.”

Evolent Health

“I appreciated learning how to overcome objections and competitor advantages in the field.”

Mills-Peninsula Health Services

**1 Make it Matter:**

Deliver value – every time. This interactive and reflective kickoff session lays the foundation for developing a personal and organizational brand standard that builds credibility among colleagues, leaders and customers alike.

**2 Effective Communication:**

Understand how personality/gender/generational differences influence communication and decision-making. Learn how to navigate gatekeepers like gold and craft results-focused sales messaging.

**3 Make Data Matter:**

“Without data, you’re just another person with an opinion.” Learn how to effectively get and use internal and external data to become strategic and in-line with organizational goals.

**4 The Great Divide:**

Consultative vs. transactional selling relationships separate reps from winning teams of trusted advisors, the coveted customer relationship. This is the culmination of needs-based sales skills, product and industry expertise, and knowledge of customer circumstances.

**5 Sharpening the Saw:**

Professional sales skills sharpen with practice. Interactive role-playing and sales technique training exercises instill the skills proven to overcome objections and close sales.

**6 Make Time Matter:**

Make time work for YOU! Learn how high-performing professionals manage time with intentionality for peak results.

For more information, please visit us online, call or email [info@tillerhewitt.com](mailto:info@tillerhewitt.com).

TRAINING WORKSHOP  
OCTOBER 5-6, 2017

Provider Relations | Professional Outreach | Physician Liaison

## TWO-DAY LEARNING EVENT

**\$999 per person**

Early Bird until 8/31/17

**\$1,250 per person**

Standard 9/1/17 – 9/22/17

**\$1,350 per person**

Late after 9/22/17

**15% Group Discount**

(4+ people in same organization)

**Register Online**

[tillerhewitt.com/makeitmatteroct2017](http://tillerhewitt.com/makeitmatteroct2017)

**Register By Mail**

Checks payable to:

Tiller-Hewitt HealthCare Strategies  
13914 SR 143  
Pocahontas, IL 62275

**Location:**

Drury Plaza Hotel At the Arch  
2 South 4th Street  
St. Louis, MO 63102

Need Overnight Accommodations?

Group Rate Available

Call: 314-231-3003

Code: 2302057



Fax: 720-293-2853

INFO@TILLERHEWITT.COM

## Features that make our workshop unique:

- Exclusively healthcare focused and designed to build your skills in provider relations, professional outreach and physician liaison roles.
- Tiller-Hewitt trainers draw on direct management experience with health systems and physician practices.
- Fresh thinking and exposure to best practices from launching hundreds of professional outreach programs around the U.S.
- Interactive videos, role-playing and exercises.

## Two-day event engages you in six modules:

- Make It Matter – Event Kickoff
- Effective Communication
- Make Data Matter
- The Great Divide – Consultative Selling
- Sharpening The Saw – Professional Sales Techniques
- Make Time Matter

See detailed agenda [online](#) or [on request](#).

## Learn from the Best

- Nationally recognized physician relations and retention consultant known for dynamic, educational and high-energy presentation style.
- Member of the John Maxwell Team, a group of Maxwell-certified coaches, trainers, speakers.
- Fellow of the American College of Healthcare Executives, the nation's leading professional society for healthcare leaders.

## After attending this training, participants will be able to:

- Use data and insightful analyses for effective referral management
- Gain recognition for your professional, consultative sales approach
- Build positive sales momentum for increased results

**Register Today!** (See sidebar for details.)

Name:

Title:

Email:

Phone:

Organization:

Address:

City/State/Zip: