

## #1 Sales Training Program that Differentiates Liaisons and Outreach Teams

A professional, consultative sales team, forms the foundation for organizational strategic 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 and objections 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's experienced sales professionals and trainers draw on direct management experience on both the health system and the physician practice sides of healthcare. Learn from leaders who have SUCCESSFULLY served in this role!

### Three-Day Interactive Learning Experience

Providing your team with a properly sequenced, live or virtual 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

"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 YOU 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. Discover your strengths and how to play to them.

#### 2 Make Communication Matter

Understand how personality, appreciation languages and generational differences influence communication and decision-making. Learn how to navigate gatekeepers like a pro and craft results-focused sales messaging.

#### 3 Make Time Matter

Make time work for YOU! Learn how highperforming professionals manage time with intentionality for peak results.

#### 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 improve preparation, create better messaging, master the art of asking, overcome objections and close sales.

#### 6 Make Strategy & 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.

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