

MAKE IT MATTER | Sales Training Program

In the transition from volume to value, system-wide best practices for physician services and strategic business development are the foundation for healthy growth.

Organizations require the tools and training to build sustainable momentum for increased results based on greater corporate collaboration, synergy and performance standards for your professional, consultative sales approach.

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

Each **Make it Matter** session will energize and equip 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 pre-event preparation plus interactive videos, role-playing and exercises that are practical, memorable and applicable to your unique value proposition.

High-Performance Business Development

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

Interactive Learning

Select the modules to build a one- or two-day program.

PERSPECTIVES FROM TEAMS WE HAVE TRAINED

"I'm leaving here today with new energy to lead my team and do better to show value to our external practices."

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

"The message is clear, concise and completely on target."

Mayo Clinic

"Dramatic impact for future interaction."

"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 how we are approaching practices and physicians from now on."

"The program was filled with high energy and practical ideas."

Evolut Health

"I appreciated the discussion of overcoming objections in the field, such as pricing and competitor advantages."

Mills-Peninsula Health Services

1

Effective Communication:
Personality Indicators &
Team Dynamics

2

Make it Matter:
Interactive/Reflective Session
Value vs. Price

3

The Great Divide:
Consultative vs. Transactional Selling

4

Sharpening the Saw:
Professional Sales Techniques

5

Eat that Frog:
Effective Time, Task &
Territory Management

6

Make You Matter:
Balance & Endurance

For more information, please visit us online, call or email info@tillerhewitt.com.