



TEACH YOUR REPS TO SELL THE WAY YOUR CUSTOMERS WANT TO BUY

SALES ACCELERATION

THE BOTTOM LINE AS A SALES MANAGER... INCREASE SALES. YOU MAY ASK YOURSELF

What causes customers to do business with some reps and not others?

What does it take to get a yes in today's economy?

What if your reps knew exactly why their customers are not buying?

FIND THE ANSWERS IN OUR FIVE, 90 MIN. WEBINARS.

After nearly three decades of success in the healthcare industry, we have identified five events that have a critical impact on sales. Events which contain extraordinary seeds of opportunity uncultivated by the majority of reps. Our experience and research has proven reps who perform better at these events to be the big producers.

THE CRITICAL EVENTS ARE:

- Co-Traveling
- Face to Face Presentations
- Trade Shows
- Lunch & Learns
- Sales Meetings

We invite your team to learn how to maximize these events by understanding their customers buying motives. Here's what you'll get:

BEYOND CUSTOM TRAINING: LEAVE THE GUESSWORK BEHIND

Your reps will get written feedback on how their customers want to buy... from their customers (doctors, dentists, dealers). We'll take up to 10 names and distribute them on your behalf based on the territorial specific input you give us. In short, we'll get into the heads of your most desired targets and give your salespeople the inside track to closing them.

THE NEXT STEP: LEVERAGING THE FEEDBACK

We'll use your specific customer feedback to create a fast track action plan for immediate results. You won't have to tweak, adjust or improvise... just sell with confidence.

WEBINARS SAVE TIME AND MONEY

Give your reps more time to close sales by accessing each webinar from home or a hotel room and eliminating time consuming travel. Instead of your reps spending valuable time to accumulate this information, they'll attend the webinars on Friday and get results on Monday!

HEAR IT DIRECTLY FROM THE SOURCE

Some of our interactive sessions feature interviews with healthcare professionals and top retail reps. Participants can ask the questions needed to get a clear picture of what customers expect from their accounts, allowing them to create a customized pitch that's right on the money.

THE SALES ACCELERATION PROGRAM

1 CO-TRAVEL YOUR TICKET TO SUCCESS

Attendees will learn:

- Ways to get co-travel time with any rep, any time anywhere
- Who to work with: qualifying the BEST retail reps
- Making the most of co-travel days

Program Feature:

Top retail representatives provide candid comments and share best practices of their most productive manufacturer partners

JUNE 25

10:00 AM EDT (7:00 AM PDT) — 90 minutes

2 SELLING TO HEALTHCARE TEAMS

Attendees will learn:

- How To Get Through The Gatekeeper
- Building Interest when healthcare professionals are Happy with Current Products
- How To Deliver An Effective Presentation In 7 Minutes Or Less
- Common Mistakes Sales Reps Make

Program Feature:

- A panel of healthcare professionals will share insights on why and when they buy as well as answer your questions LIVE!

JULY 30

10:00 AM EDT (7:00 AM PDT) — 90 minutes

3 MAXIMIZE YOUR MAGNETISM AT TRADE SHOWS

Attendees will learn:

- How to Increase Booth Traffic
- Maximizing Sales at Trade Shows
- How to Create a Great First Impression
- Effective Trade Show Presentations
- Obtaining More Qualified Leads

AUGUST 20

10:00 AM EDT (7:00 AM PDT) — 90 minutes

4 LUNCH & LEARNS

From Lunch Break to Sales Power Hour

Attendees will learn:

- Best Practices for Lunch & Learns
- Qualifying Accounts for the Best ROI
- How to Get Retail Reps to Attend Every Time
- Getting Office Teams Engaged for Action!

Program Feature:

- A group of Lunch & Learn superstars will provide you with their 'insider secrets' on how they have maintained stellar success and sales conducting Lunch & Learns.

SEPTEMBER 17

10:00 AM EDT (7:00 AM PDT) — 90 minutes

5 MAKING SALES MEETINGS MEMORABLE

Attendees will learn:

- Set Yourself Apart From Other Manufacturer Reps
- What To Say: Creating Content
- How to Say It: Presenting With Power
- How to Deliver Your Message In A Way That Reps Will Take Action
- How to Prepare Message That Is Memorable

OCTOBER 29

10:00 AM EDT (7:00 AM PDT) — 90 minutes

WHY ANITA SIRIANNI & ANSIR INTERNATIONAL?

- Professional Sales Coach with nearly three decades of industry experience..
- Trained healthcare professionals with a unique perspective with "insider" understanding into what buyers really want.
- Extensive personal coaching clientele including Oral B Laboratories, DENTSPLY, MIDMARK, Kodak, HIDA and Henry Schein

ANSIR International has conducted the most comprehensive independent study on how and why healthcare professionals buy. This includes over 2,500 healthcare decision makers including doctors, dentists, office staff/managers, lab personnel, retail reps (including equipment sales) and top producers from the industry's largest and regional distributors.

YOUR INVESTMENT

THE SALES ACCELERATOR SERIES: \$499 PER PERSON

Register seventeen reps and everyone else in your company can attend for FREE! That's right; your maximum company investment is \$8500.

SINGLE PROGRAM: \$149 PER PERSON, PER WEBINAR

THE SALES ACCELERATION PROGRAM REGISTRATION FORM

Fast and Easy Ways to Register

Internet..... www.AnitaSirianni.com

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