



# SALES TRAINING CURRICULUM RECOMMENDATIONS BY TYPE OF REP

Category	Hospital Distributor Reps	Long Term Care Reps	Physician Distributor Reps	Manufacturer Reps	Customer Service Reps
<b>Customers &amp; Markets</b>	<ul style="list-style-type: none"> <li>» Understanding Hospital Customers</li> </ul>	<ul style="list-style-type: none"> <li>» Understanding Long Term Care Customers</li> </ul>	<ul style="list-style-type: none"> <li>» Understanding Physician Customers</li> </ul>	<ul style="list-style-type: none"> <li>» Understanding Hospital Customers</li> <li>» Understanding Physician Customers</li> <li>» Understanding Long Term Care Customers</li> </ul>	<ul style="list-style-type: none"> <li>» Understanding Hospital Customers</li> <li>» Understanding Physician Customers</li> <li>» Understanding Long Term Care Customers</li> <li>» Selling to Surgery Center Customers</li> </ul>
<b>Policy &amp; Payment</b>	<ul style="list-style-type: none"> <li>» Legal Issues in Healthcare Sales</li> <li>» Medicare and Medicaid Fundamentals</li> <li>» Bloodborne Pathogens and Healthcare Worker Safety</li> <li>» Basics of HIPAA</li> </ul>	<ul style="list-style-type: none"> <li>» Legal Issues in Healthcare Sales</li> <li>» Medicare and Medicaid Fundamentals</li> <li>» Bloodborne Pathogens and Healthcare Worker Safety</li> <li>» Skilled Nursing Facilities: Medicare Billing and Payment Fundamentals</li> </ul>	<ul style="list-style-type: none"> <li>» Legal Issues in Healthcare Sales</li> <li>» Medicare and Medicaid Fundamentals</li> <li>» Basics of HIPAA</li> </ul>	<ul style="list-style-type: none"> <li>» Legal Issues in Healthcare Sales</li> <li>» Medicare and Medicaid Fundamentals</li> <li>» Bloodborne Pathogens and Healthcare Worker Safety</li> <li>» Basics of HIPAA</li> </ul>	<ul style="list-style-type: none"> <li>» Legal Issues in Healthcare Sales</li> <li>» Medicare and Medicaid Fundamentals</li> <li>» Basics of HIPAA</li> </ul>
<b>Products &amp; Procedures</b>	<ul style="list-style-type: none"> <li>» The Human Body</li> <li>» Clean Aseptic and Sterile Technique</li> </ul>	<ul style="list-style-type: none"> <li>» The Human Body</li> <li>» Introduction to Healthcare Products: Skin and Wound Care, Infusion, Respiratory, and DME</li> </ul>	<ul style="list-style-type: none"> <li>» The Human Body</li> <li>» Introduction to Healthcare Products: Exam, Lab, and Diagnostics</li> </ul>	<ul style="list-style-type: none"> <li>» Clean Aseptic and Sterile Technique</li> </ul>	<ul style="list-style-type: none"> <li>» The Human Body</li> <li>» Introduction to Healthcare Products: Exam, Lab, and Diagnostics</li> <li>» Introduction to Healthcare Products: Skin and Wound Care, Infusion, Respiratory, and DME</li> <li>» Introduction to Healthcare Products: Surgery, Sterilization, and More</li> </ul>



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<b>Sales Skills</b>	<ul style="list-style-type: none"> <li>» Managing Accounts for Growth</li> <li>» Managing Accounts for Profitability</li> <li>» Time Management</li> <li>» Pre-call Planning and Opening the Call</li> <li>» Probing and Listening</li> <li>» Making the Sales Presentation</li> <li>» Overcoming Objections and Closing the Sale</li> </ul>	<ul style="list-style-type: none"> <li>» Managing Accounts for Growth</li> <li>» Managing Accounts for Profitability</li> <li>» Territory Management: Allocating Calls for Maximum Productivity</li> <li>» Pre-call Planning and Opening the Call</li> <li>» Probing and Listening</li> <li>» Making the Sales Presentation</li> <li>» Overcoming Objections and Closing the Sale</li> </ul>	<ul style="list-style-type: none"> <li>» Managing Accounts for Growth</li> <li>» Managing Accounts for Profitability</li> <li>» Territory Management: Allocating Calls for Maximum Productivity</li> <li>» Time Management</li> <li>» Pre-call Planning and Opening the Call</li> <li>» Probing and Listening</li> <li>» Making the Sales Presentation</li> <li>» Overcoming Objections and Closing the Sale</li> </ul>	<ul style="list-style-type: none"> <li>» Time Management</li> <li>» Pre-call Planning and Opening the Call</li> <li>» Probing and Listening</li> <li>» Making the Sales Presentation</li> <li>» Overcoming Objections and Closing the Sale</li> </ul>	<ul style="list-style-type: none"> <li>» Time Management</li> <li>» Probing and Listening</li> </ul>
<b>Supply Chain &amp; Distribution</b>	<ul style="list-style-type: none"> <li>» Understanding the Distribution Business</li> <li>» Selling Distribution Value</li> <li>» Fundamentals of GPOs and Healthcare Contracting</li> </ul>	<ul style="list-style-type: none"> <li>» Understanding the Distribution Business</li> <li>» Margin Management for Distributor Salespeople</li> <li>» Fundamentals of GPOs and Healthcare Contracting</li> </ul>	<ul style="list-style-type: none"> <li>» Understanding the Distribution Business</li> <li>» Margin Management for Distributor Salespeople</li> <li>» Leveraging Manufacturer Partnerships</li> </ul>	<ul style="list-style-type: none"> <li>» Fundamentals of GPOs and Healthcare Contracting</li> <li>» Selling Through Distributors</li> </ul>	<ul style="list-style-type: none"> <li>» Understanding the Distribution Business</li> <li>» Selling Distribution Value</li> <li>» Fundamentals of GPOs and Healthcare Contracting</li> </ul>