



# Master the Basics

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MANAGE THE SALES PROCESS  
LIKE A CLINICAL PROCESS

What does this  
mean?

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# Clinical Goals

Safe and Healthy  
Patients

Happy and  
Content Families

Excellent State and  
Federal Surveys

# Sales Goals

Safe and Healthy  
Patients

Happy and  
Content  
Customers  
Excellent Census,  
Occupancy and  
Revenue Results

# The Clinical Process has Four Basics



Personnel



Quality Controls



Compliance



Communication

# The Sales Process has Four Basics



Personnel



Quality Controls



Compliance



Communication

# Personnel

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## CLINICAL

Right Person in the Job

Clear Understanding of the Positions

Mastery of the Team Dynamics

Dedicated Time to Hire Effectively

Commitment to Hire Only a Match

## SALES

Right Person in the Job

Clear Understanding of the Positions

Mastery of the Market Dynamics

Dedicated Time to Hire Effectively

Commitment to Hire Only a Match

# Quality Controls

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## CLINICAL

Quality Measures and Value-based Care

Effective Clinical System

- QMS, GCP, SOP, TMF

ETQ- Assure Nurse Practices, Evaluate and Train and Implement.

Evaluations based on Clear Expectations and Results

## SALES

Clear Measures based on Revenue Goals

Effective Sales Systems

- MAP, Sales Plans, Call Plans,

Tasks-Sales Metrics, Sales Training, CRM, LMS,

Evaluations based on Clear Expectations and Results



# Compliance

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## CLINICAL

Corporate Guidelines

State and Federal Regulations

Protocols

Data and Charting

Family and Guest Requests

## SALES

Corporate Guidelines

Market Code of Practice

Sales Systems

Data and Reporting

Customer Needs and Wants

# Communication

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## CLINICAL

### Meetings

- Shift- Change
- Charge Nurse
- Medicare
- Eagle Room
- Family Conference

Software System(Point Click Care)

Interaction

Department Head

## SALES

### Meetings

- Marketing
- Sales
- Business Development
- Product Progress
- Customer Management

Software System(Sales Force)

Interaction

Department Head

# Truths I've Learned

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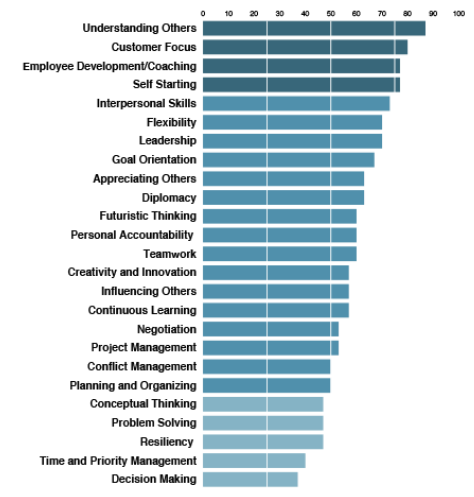
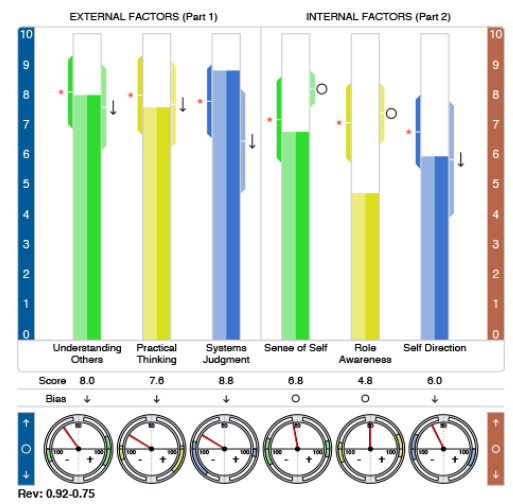
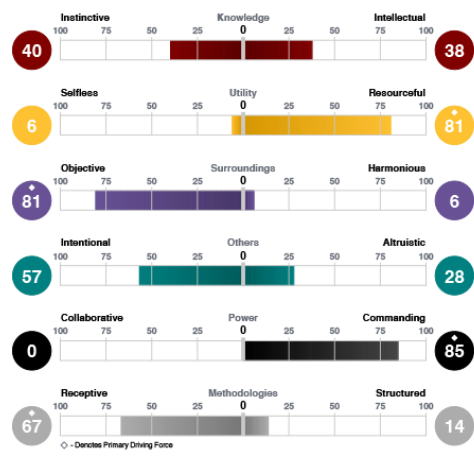
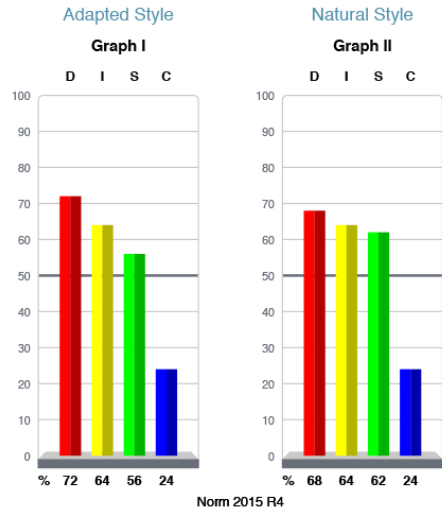
- ✓ Muffin Marketing Doesn't Work.
- ✓ Everyone is not meant to be in Sales.
- ✓ Where you are now, is a result of what you did six months ago.
- ✓ What gets measured gets done.
- ✓ The cost of a bad sales hire will be devastating
- ✓ Most salespeople require management.
- ✓ Salespeople thrive in a thriving culture.

# Top Five Strategies for Revenue Growth 2022

The background features a blurred financial dashboard. A white line graph with circular markers is visible, showing a downward trend followed by an upward trend. Below the graph, there are blue vertical bars of varying heights. A numerical value '289.33' is displayed in white text next to one of the bars. The overall aesthetic is professional and data-driven, with a dark blue and black color palette.

Be absolutely 100% sure that  
you have the right people in  
the right sales roles.

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Be absolutely 100% sure that  
you have an unbelievable  
product to sell.

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If #1 or #2 are not in  
place, no need to go on.

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Put effective quality  
controls in place for the  
sales process.

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# Create a Connection with your Sales Team

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# Ten Questions to Build a Connection

Where is your appointment today?  
cycle?

Where are you in the sales

What do we know about him?

What is your goal for today?

What is your long-term goal?  
with

How many calls have you had  
her?

+++++

Tell me about your sales call with Dr. Jones?

What is your next step?

When is your next appointment?  
customer?

What can I expect from this





Thank You  
!!

Create sales systems that are as dynamic as your clinical systems.

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Sales Training  
Sales Management  
Sales Hiring  
Social Media Plans  
Lead Recovery  
Marketing  
Branding  
Product Design and  
Development  
Leadership Development  
Coaching  
Speaking  
Customized Programs

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