

OVERVIEW OF 10 MODULES FOR MEDICAL DEVICE SALES TEAMS



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1. An Introduction to Sales Enablement

- **Overview:** Understand the critical role of sales enablement in streamlining sales processes and improving outcomes.
- **Modules:**
 1. **What Is Sales Enablement?:** Define sales enablement and its components—tools, training, and customer-facing content.
 2. **Best Practices for Enabling Sales Teams:** Strategies for resource inventory, content creation, and continuous learning.
 3. **Creating Sales Battle Cards:** Develop tools to help sales reps quickly address customer questions.
 4. **Quiz:** Assess understanding of sales enablement principles.
- **Learning Goals:** Equip sales teams with technology, content, and training to drive efficiency and engagement

2. Closing the Sale: Effective Sales Negotiation

- **Overview:** Master negotiation techniques to close sales effectively.
- **Modules:**
 1. **Introduction to Sales Negotiation:** Understand the goals and stages of negotiation.
 2. **5 Stages of a Sales Negotiation:** Planning, setting terms, building rapport, finding agreement, and closing.
 3. **Techniques for Negotiation:** Explore approaches to counter buyer objections and secure agreements.
 4. **Closing the Sale:** Finalizing deals and achieving mutual benefits.
 5. **Quiz:** Evaluate negotiation skills.
- **Learning Goals:** Build confidence in handling objections and leveraging strategies to close deals.

3. Diversity Basics in the Medical Device Sales Industry

- **Overview:** Explore the impact of diversity, equity, and inclusion (DEI) on workplace culture and sales success.
- **Modules:**
 1. **Why DEI?:** Introduction to diversity, equity, and inclusion concepts.
 2. **Cycle of Socialization:** Understand how biases form and their effects.
 3. **Identity and Intersectionality:** Recognize unique backgrounds and contributions.
 4. **Systems of Oppression:** Address systemic barriers to equity.
 5. **Quiz:** Test comprehension of DEI principles.
- **Learning Goals:** Promote inclusive practices to foster a respectful and productive work environment

4. Expert Strategies for Overcoming Medical Sales Objections

- **Overview:** Tackle common sales objections with effective strategies.
- **Modules:**
 1. **Introduction to Sales Objections:** Define objections and their significance.
 2. **5 Common Objections:** Learn to address budget, trust, and need-based concerns.
 3. **Winning Techniques:** Apply structured approaches to overcome objections.
 4. **Common Mistakes:** Avoid errors in objection handling.
 5. **Quiz:** Measure proficiency in handling objections.
- **Learning Goals:** Enhance ability to navigate customer doubts and close sales confidently

5. Mastering Medical Device Demonstrations

- **Overview:** Deliver impactful product demonstrations for healthcare professionals.
- **Modules:**
 1. **Introduction to the Demonstration Process:** Fundamentals of engaging demos.
 2. **Using Visuals, Prototypes, and Multimedia:** Employ advanced tools to captivate audiences.
 3. **Addressing Questions in Real-Time:** Handle inquiries effectively.
 4. **Leveraging VR and AR:** Integrate innovative technologies for training.
 5. **Quiz:** Validate demonstration skills.
- **Learning Goals:** Build credibility and effectively showcase product value.

6. Navigating Healthcare and Compliance Regulations

- **Overview:** Understand the legal and ethical landscape of medical sales.
- **Modules:**
 1. **Overview of Healthcare Compliance:** Key regulations like HIPAA, Sunshine Act, and FDA requirements.
 2. **Ethical Sales Practices:** Uphold integrity in all interactions.

- 3. **Handling Sensitive Data:** Ensure patient privacy and data security.
 - 4. **Quiz:** Test compliance knowledge.
- **Learning Goals:** Equip sales reps with knowledge to maintain professionalism and trust

7. Online Security Fundamentals in the Medical Devices Industry

- **Overview:** Learn to safeguard sensitive information online.
- **Modules:**
 1. **What Is Cybersecurity?:** Introduction to cybersecurity threats.
 2. **Best Practices for Browsing:** Tips for staying safe online.
 3. **Safe Use of Social Media and Public Wi-Fi:** Preventing breaches in everyday interactions.
 4. **Dealing with Security Incidents:** Steps to mitigate risks.
 5. **Quiz:** Assess cybersecurity awareness.
- **Learning Goals:** Develop skills to protect personal and company data

8. Providing Exceptional Customer Service in Medical and Pharmaceutical Sales

- **Overview:** Master customer service to build trust and drive sales.
- **Modules:**
 1. **Mastering Customer Engagement:** Build strong customer relationships.
 2. **Turning Conversations into Sales Opportunities:** Identify needs and pitch solutions.
 3. **Maintaining Professionalism:** Exhibit credibility in interactions.
 4. **Reinforcing a Positive Culture:** Foster lasting customer satisfaction.
 5. **Quiz:** Check understanding of customer service principles.
- **Learning Goals:** Build long-term relationships through excellent service

9. Sales Fundamentals for Medical Device Sales

- **Overview:** Gain foundational knowledge for a successful sales career.
- **Modules:**
 1. **Introduction to Sales:** Define sales and key terms.
 2. **Communication Skills:** Develop effective interpersonal strategies.
 3. **Sales Processes:** Learn the stages of a sales pipeline.
 4. **Essential Tools:** Explore CRM systems and sales tracking.
 5. **Quiz:** Validate sales fundamentals.
- **Learning Goals:** Build confidence in applying basic sales principles

10. Understanding Medical Devices

- **Overview:** Understand medical device categories and product life cycles.
- **Modules:**
 1. **Types of Medical Products:** Differentiate between devices, pharmaceuticals, and diagnostics.
 2. **Product Life Cycles:** Navigate market needs through product stages.
 3. **Quiz:** Test product knowledge.
- **Learning Goals:** Enhance product understanding to address customer needs effectively.