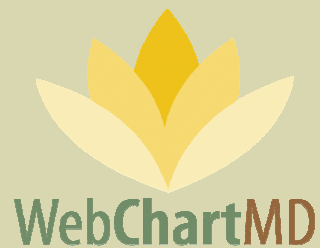


Webinar 3: Changing Your Sales Tactics

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WebChartMD "Surviving the Transcription Downturn," public use permitted

Driver for Change In Sales Tactics

PAIN POINT: MTSOs will have larger client bases generating smaller volumes per client. Instead of 25 accounts billing at \$2,500 per month, an MTSO in the future may have 250 accounts billing at \$250 per month.

ACTION POINT: More deliberate, targeted sales approach that is focused on capturing volumes left by MTSOs exiting the market. Development and solicitation of prospect list more critical than ever.

What We'll Cover Today

Premise: your sales effort is built on a simple strategy implemented repetitively.

What we'll cover:

1. How to build a prospect list from cold calling (phone), the internet and other sources.
2. Managing your prospects and sales efforts via a CRM (customer relations manager) tool.
3. How to “pitch” to new prospects and close the deal.

Sales Process:

1. Build a Process that Works.
2. Repeat it every day.

Sales Goal:

Close the Deal!

Ingredients of a Successful Sales Formula

1. Build Prospect list

Ingredients of a Successful Sales Formula

1. Build Prospect list
2. **Track it in a CRM**

Ingredients of a Successful Sales Formula

1. Build prospect list
2. Track it in a CRM
3. **Identify decision maker**

Ingredients of a Successful Sales Formula

1. Build prospect list
2. Track it in a CRM
3. Identify decision maker
4. **Email decision maker**
 - a. Email content
 - b. Use marketing materials

Ingredients of a Successful Sales Formula

1. Build prospect list
2. Track it in a CRM
3. Identify decision maker
4. Email decision maker
 - a. Email content
 - b. Use marketing materials
5. **Make voice contact**
 - a. **Cold call script**
 - b. **Qualify the prospect**
 - c. **Book demo**

Ingredients of a Successful Sales Formula

1. Build Prospect list
2. Track it in a CRM
3. Identify decision maker
4. Email decision maker
 - a. Email content
 - b. Use marketing materials
5. Make voice contact
 - a. Cold call script
 - b. Qualify the prospect
 - c. Book demo
6. **Conduct demo**

Ingredients of a Successful Sales Formula

1. Build Prospect list
2. Track it in a CRM
3. Identify decision maker
4. Email decision maker
 - a. Email content
 - b. Use marketing materials
5. Make voice contact
 - a. Cold call script
 - b. Qualify the prospect
 - c. Book demo
6. Conduct demo
7. **Close the deal!**

Who's Going to Do the Work?

1. Caller/researcher plus MTSO owner/staff.
2. Caller / researcher plus sales rep.
3. Sales rep alone.

Ingredients of a Successful Sales Formula

- 1. Build prospect list**
 - a. Buy your list(s)
 - b. Build it yourself

Ingredients of a Successful Sales Formula

2. Track it in a CRM

Ingredients of a Successful Sales Formula

3. Identify decision maker

“I have a letter coming over to your practice manager. Who should I address it to?”

“I may email a copy. Should I send it to her at?”

Ingredients of a Successful Sales Formula

4. Email decision maker

Hi (name),

I wanted to write and introduce myself. My company specializes in providing dictation services to orthopedic clinics currently using EHRs. Our experience with other ortho groups has been that orthopedic physicians are too busy to use EHR templating to document their patient encounters, and so we've become experts in transcribing full or partial dictation and seamlessly moving the patient notes into a wide range of EHR systems. If you wouldn't mind I'd like to call you tomorrow to say hello. I've attached a brief flyer to give you a little information on (company name) and what we do. Thank you.

The Sales Workflow


1. Mornings: research decision maker, send information.
2. Afternoons: follow up on previous days prospects.

The Sales Workflow

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning	Find decision-maker, send info				
Afternoon					


The Sales Workflow

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning	Find decision-maker, send info	Find decision-maker, send info			
Afternoon		Call Monday's decision makers			




The Sales Workflow

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning	Find decision-maker, send info	Find decision-maker, send info	Find decision-maker, send info		
Afternoon		Call Monday's decision makers	Call Tuesday's decision makers		



The Sales Workflow

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning	Find decision-maker, send info	Find decision-maker, send info	Find decision-maker, send info	Find decision-maker, send info	
Afternoon		Call Monday's decision makers	Call Tuesday's decision makers	 Call Wednesday's decision makers	

The Sales Workflow

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning	Find decision-maker, send info	Find decision-maker, send info	Find decision-maker, send info	Find decision-maker, send info	Find decision-maker, send info
Afternoon		Call Monday's decision makers	Call Tuesday's decision makers	Call Wednesday's decision makers	Call Thursday's decision makers



Ingredients of a Successful Sales Formula

5. Make voice contact

- Now I get to use my 30-second elevator speech!
- Qualify the lead
- Book the demo!

Ingredients of a Successful Sales Formula

6. Conduct the demo

- a. Front-end view only
- b. Do it in 10 minutes
- c. Steak and garnish
- d. “Sticky” factor
- e. EHR integration and workflow essentials

Ingredients of a Successful Sales Formula

7. Close the deal!

- a. Immediate proposal and documentation
- b. References
- c. Pricing

Ingredients of a Successful Sales Formula

Repeat the Cycle

- a. Continuous mining of list
- b. Keys: repetition and persistence

Dealing with Rejection

- a. No doesn't always mean "no."
- b. Ask permission for follow-up.

Changing Your Sales Tactics

- Webinar repeated Friday June 1 at 11:00 am EDT.
- Register at www.webchartmd.com/webinars

Thank you for joining us today. Please plan on attending another upcoming webinar!

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