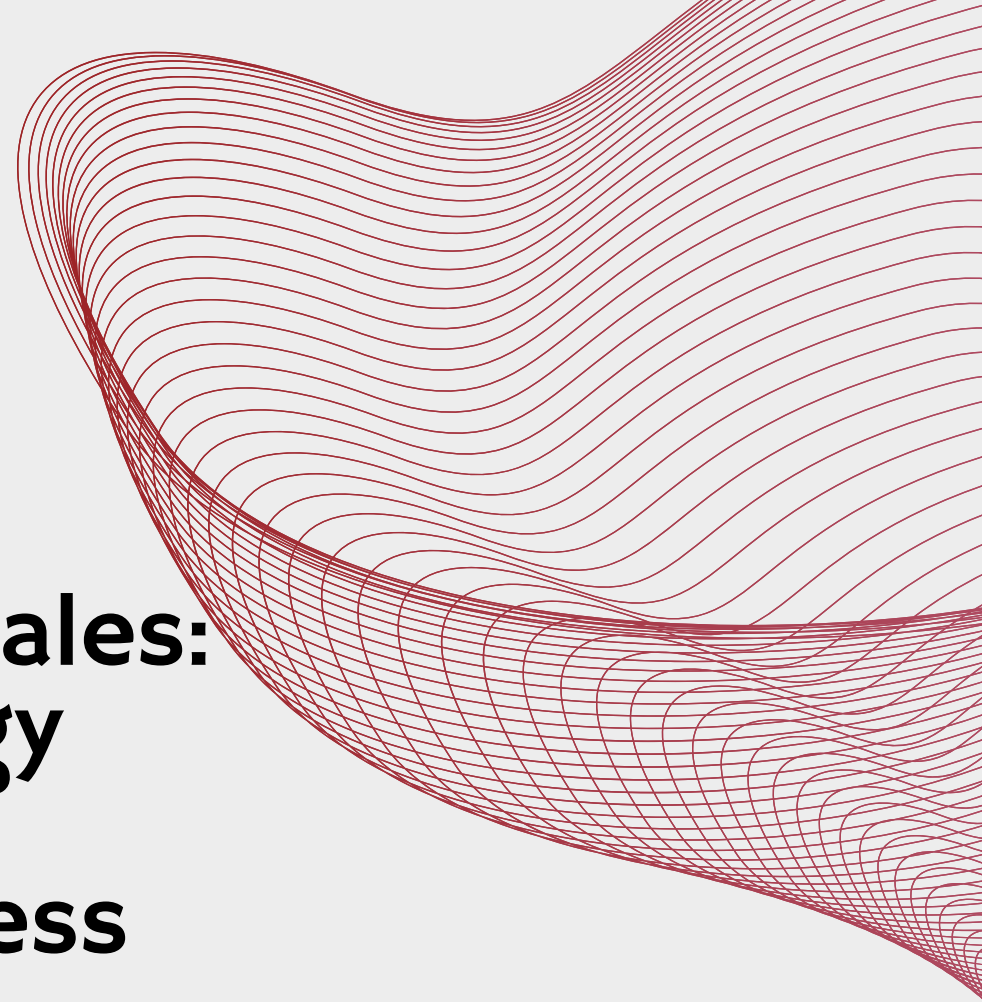




Mastering MedTech Sales: Navigating Technology Adoption for Unprecedented Success

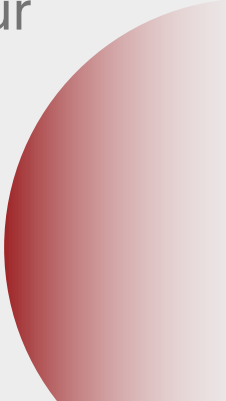


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Learning Objectives



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- Why targeting a niche to be a Category of One will set you apart from your competitors
 - The investment strategy to cross the chasm and stay in business for the long game.
 - The most important stage of the sales process and the two fatal mistakes your sales team must avoid.
 - Why collaboration, authenticity, and conviction in your sales processes will lead your clients to say, "Yes!"
- 



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Hi I am Rhonda

President & CEO of 3x5Coaching

B2B Med Tech Sales Expert - 38 years

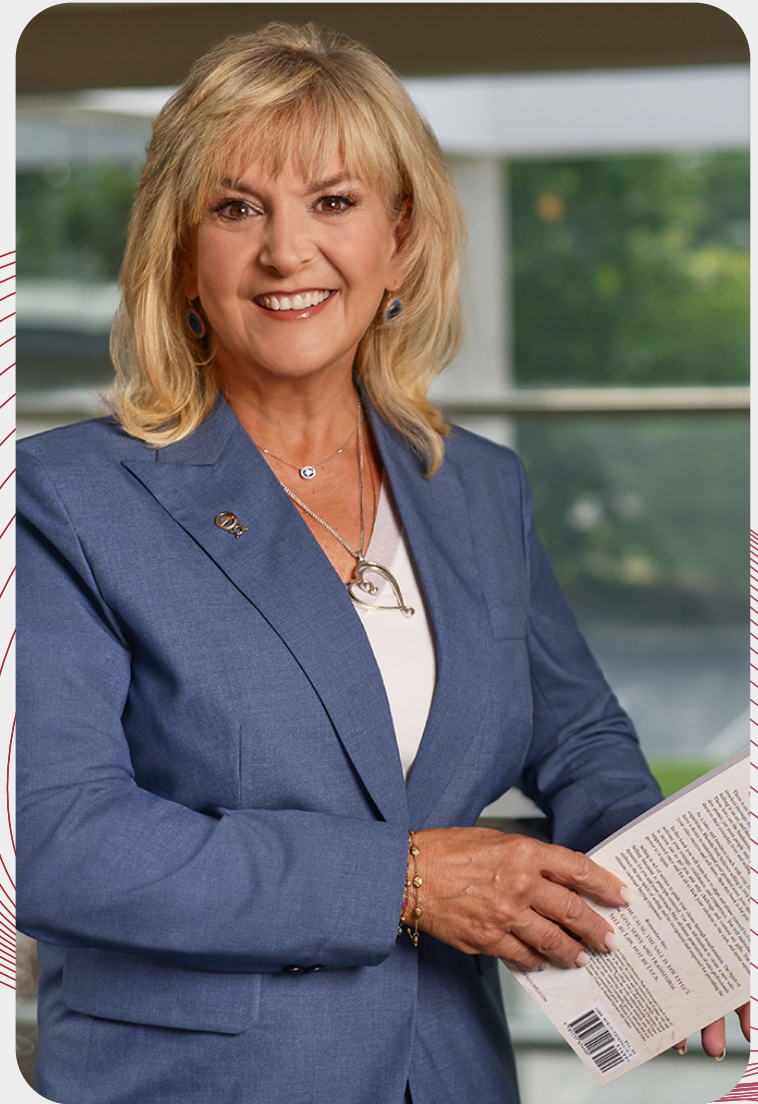
Author * Speaker * Consultant * Sales Leader * Technology

Adoption Expert

*** Sales Process & Strategy Expert**

*** Chemist/Gardener**

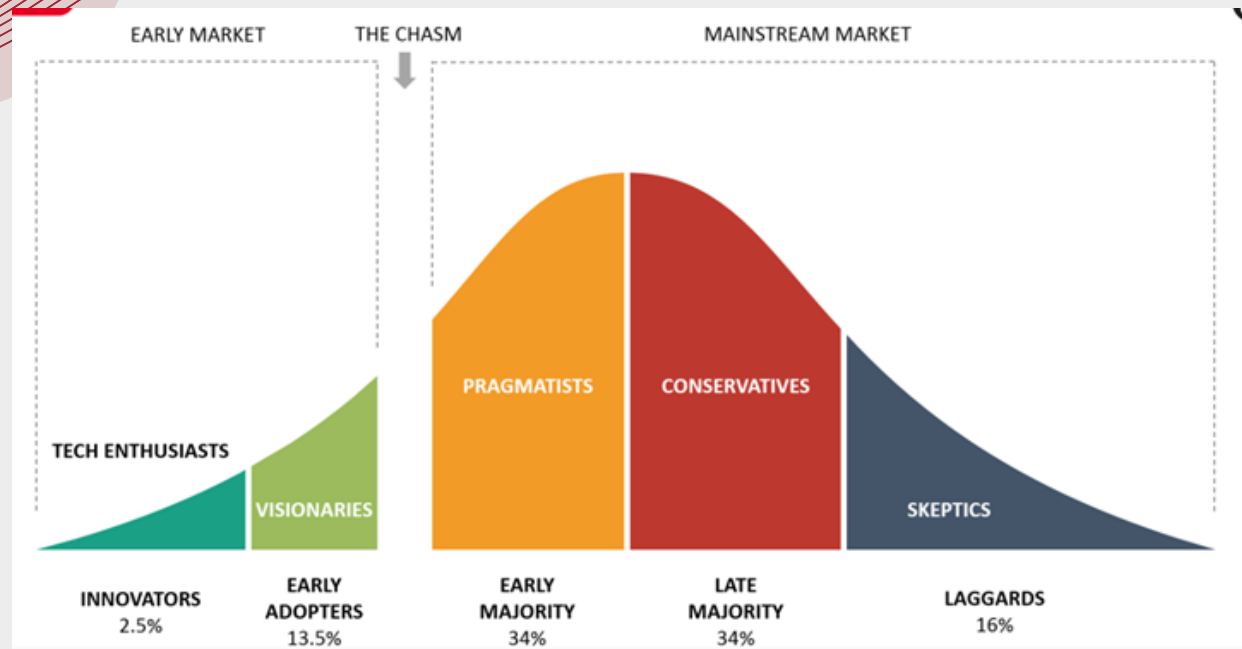
* Passionate about Selling and changing Corporate culture to one that values an Infinite Game, sees their employees as their greatest asset, and their investment in the employee's personal development as their greatest competitive advantage.



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Technology Adoption Lifecycle



Defining Niche - Ideal Customer Profile



Demographics

Age / Gender

Race

Location

Employment Status

Psychographics

Personality

Values

Attitudes

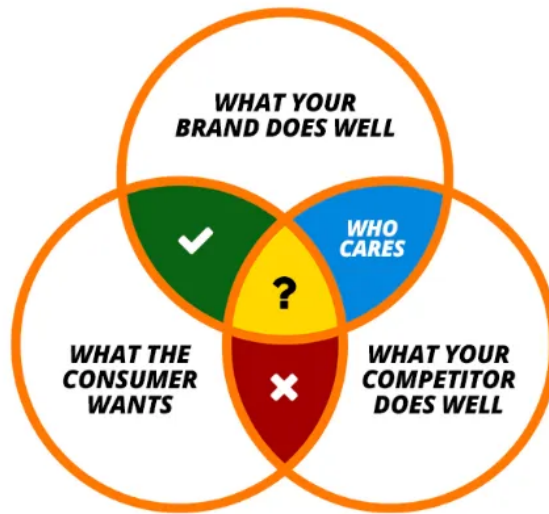
Interests

Lifestyles

What is the bleeding from the neck problem you solve?

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Category of One Value Proposition



Unique Selling Proposition

✓ - *Winning Zone*

Clear point of difference that meets the needs. make it even bigger.

✗ - *Losing Zone*

Your copetitor meets the consumer needs better then you do. you'll be crushed.

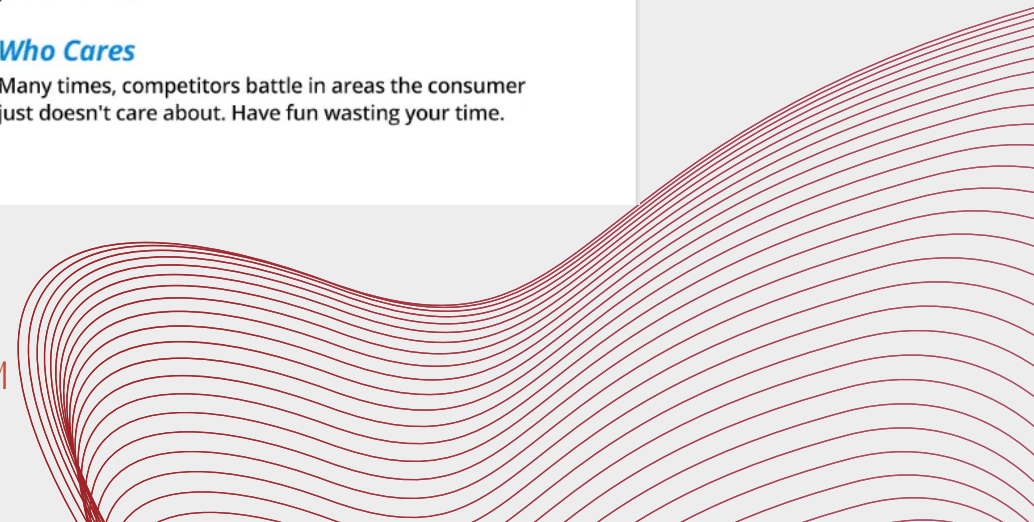
? - *Risky*

Competitive battle ground. use emotion, innovative, superior execution.

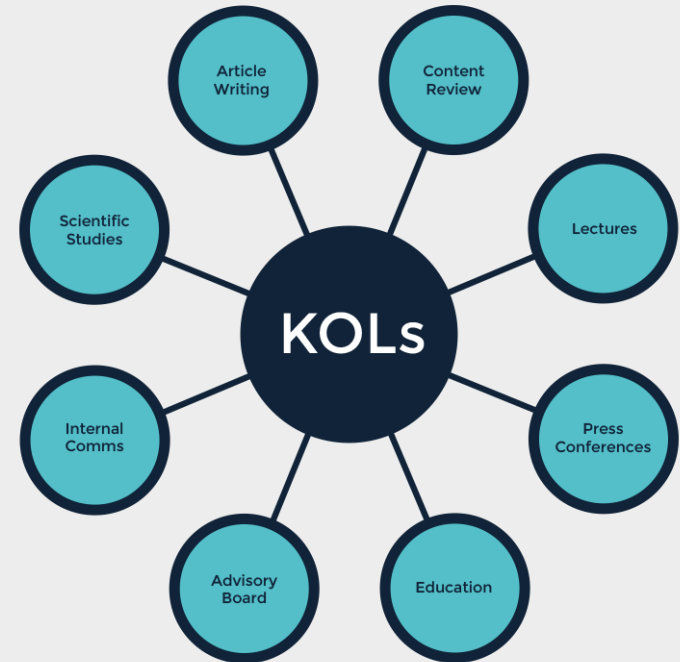
Who Cares

Many times, competitors battle in areas the consumer just doesn't care about. Have fun wasting your time.

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KOLs & Alliances - End to End Evidence



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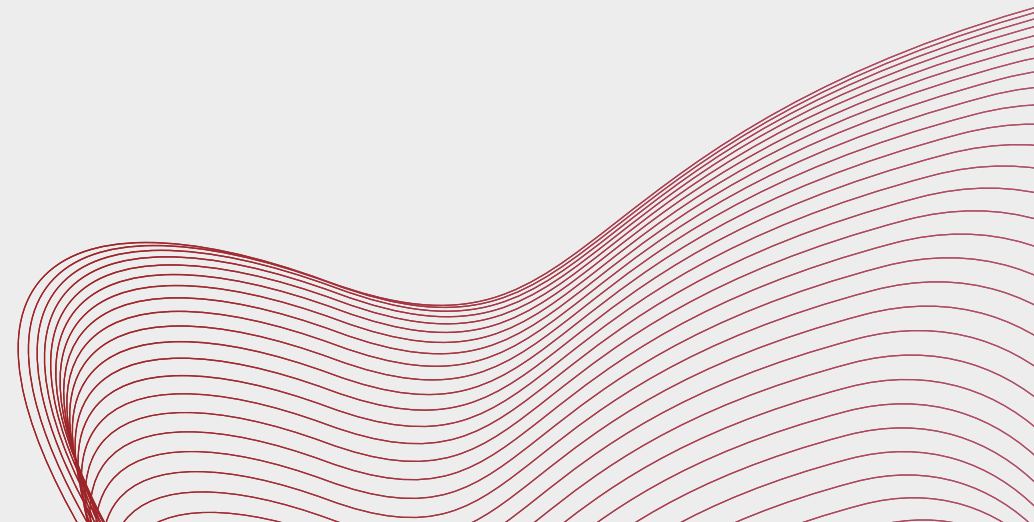




Distribution Channels



What Distribution Channels are the Early & Late Majority groups for your product/service most comfortable with?





Sales Process

Development has a Gestation Period.

Serve. Invest. Transform

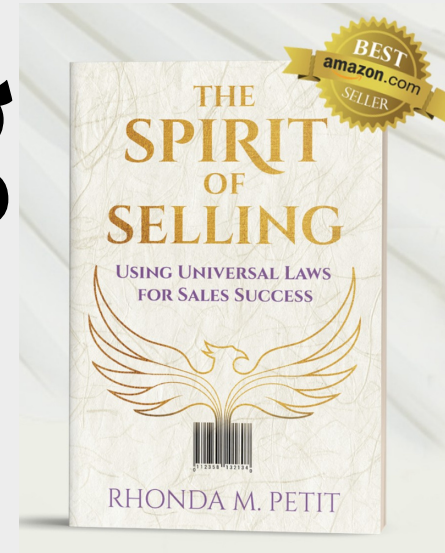


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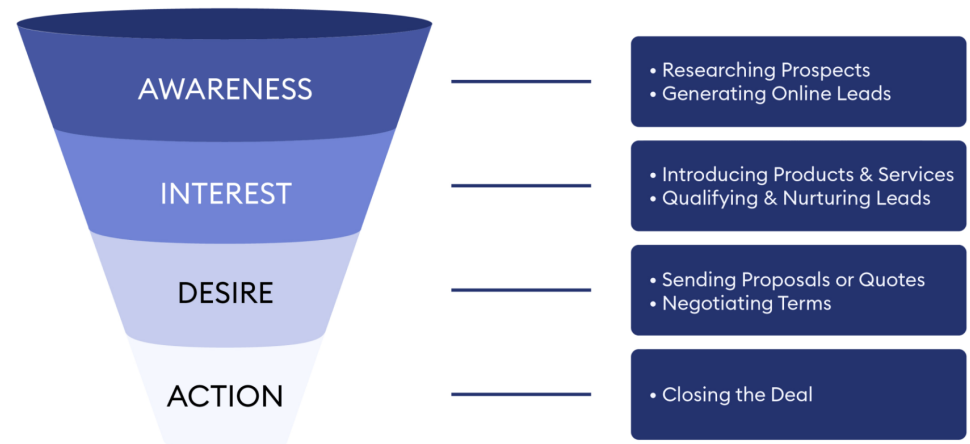


Value based Selling

The Preparation of the questioning strategy that moves the client from Implied Need to an Explicit Need



Basic Sales Funnel



Investigation Matters



**How to Avoid the 2
fatal mistakes that
cause 90% of your
objections**



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Investment Mindset to establish Trust & Value



**Attitude &
Conviction Affect
Your Close Rate -
Here's Why.**

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ACTION is where the receiving happens.

Implementation Next Steps

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Q&A



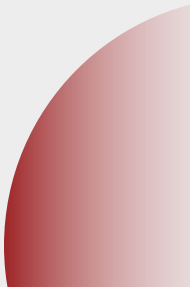
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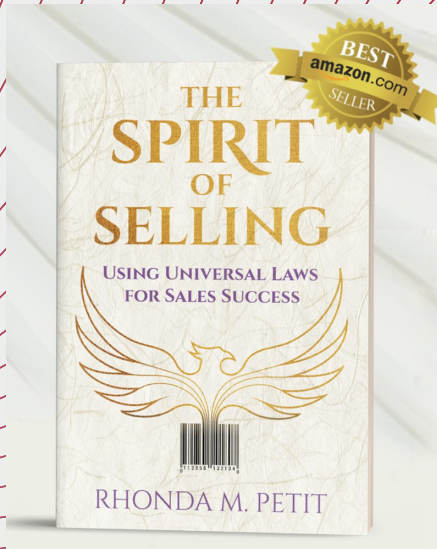


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Thank You!

**Schedule your free sales
success audit - CARIBOU**



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