COURSE OBJECTIVES:
This greatly expanded occupational health sales training program will build on the many such programs offered by RYAN Associates during the past 26 years. It will provide a broad cross-section of occupational health sales and marketing ideas and skills as well as information that professionals new to the field can use to build a strong foundation in occupational health sales and marketing.

INTENDED AUDIENCE:
Sales, marketing or customer service personnel from provider-based occupational health programs. To maintain an intimate classroom atmosphere, registration is limited.

DATE/LOCATION:
May 28-30, 2014
Hyatt Fisherman’s Wharf
San Francisco, CA, 415-563-1234

REGISTRATION FEE:
$895 ($795 for NAOHP members); single day registration $495 ($395 for NAOHP members), payable in advance. Guaranteed telephone reservations accepted (1-800-666-7926). Includes continental breakfasts, lunches, coffee breaks and evening reception.

CANCELLATION POLICY:
Registration fees are refundable, less a $75 administrative fee, if written notification is received by May 14, 2014.

INFORMATION/REGISTRATION:
1-800-666-7926, ext. 0
www.naohp.com

ALUMNI REUNION:
Professionals who previously completed the sales training course are invited to attend one day of the program for $129 or the entire program for $159. Past registrants will have the opportunity to brush up on numerous principles and be asked to address special case studies.

AGENDA

WEDNESDAY, MAY 28

8:00 Registration and Continental Breakfast

8:30 Welcome and Introductions

8:45 MODULE I: Overview
• The occupational health opportunity
• Understanding employer needs
• Defining the real occupational health product
• Employer costs and R.O.I.
• The changing role of occupational health sales
• Adapting to the occupational health program of the future

9:30 MODULE II: Designing a Winning Occupational Health Marketing Plan
• Purpose and use of the plan
• Plan components
• Goals and objectives
• Internal and external assessments
• Modern marketing techniques
• Factoring opportunity costs
• Action plan
• A guide to internal marketing
• Sales and customer service

10:15 Morning Refreshement and Networking Break

10:30 MODULE III: Targeting the Occupational Health Market
• Establishing your prospect universe
• Targeting your market
• Market segmentation variables
• The prospect plans
• Multi-modality action plans
• Establishing an ongoing consumer intelligence base

11:30 MODULE IV: Effective Communication
• Conducting a needs analysis
• Core communication skills
• Asking the right questions
• Art of probing
• Proactive listening
• Faculty demonstration
• Class practice

NOON LUNCH

1:00 WORKSHOP: Developing an Effective Marketing Plan
Registrant teams will work with faculty to develop a prototype occupational health sales and marketing plan.

3:15 Afternoon Refreshement and Networking Break

3:00 Sales and Marketing Plan Presentations and Group Discussion
Selected teams will formally present their sales/marketing plan to all registrants for review and critique.

5:00 Adjourn

5:15 Opening Night Reception at the Dock of the Bay
THURSDAY, MAY 29

8:30 MODULE V:
The Fine Art of Occupational Health Sales
• Broad applicability of sales
• Identifying problems and presenting solutions
• Understanding features, advantages, and benefits

9:00 MODULE VI:
Mastering the Occupational Health Sales Cycle
Step 1: Obtaining the First Appointment
• Targeting the right person
• Reaching hard-to-read individuals
• Using voice mail, email, and snail mail
• Anatomy of the introductory call
• Faculty demonstration and class practice

Step 2: Earning Credibility and Trust
• Five steps to attain credibility and trust
• Adapting to the prospect perspective
• Creativity and flexibility

Step 3: Using Questions as Your Most Effective Sales Tool
• Increasing your probability of success
• When, how, and why to ask questions
• Questions that work and those that don’t
• The real 80/20 rule

Step 4: Resolving Objections
• “Big four” occupational health objections
• Objection resolution cycle
• The art of scripting
• Non-verbal techniques for addressing objections

Step 5: When to Close— and When Not to Close
• Common occupational health closing techniques
• Establishing a sense of urgency

10:15 Morning Refreshment and Networking Break

10:45 MODULE VII:
The Anatomy of an Effective Sales Presentation
• Developing a proposal
• The vital introduction
• Problem identification
• Developing and presenting solutions
• Benefit statement
• Creating value for your solutions
• Return-on-investment analysis
• Closing and the action step
• Fifteen common mistakes and how to avoid them

NOON Lunch

1:00 WORKSHOP:
Developing Effective Proposals
Registrant teams will work with faculty in preparing an effective proposal. The proposal, based on a classic case study, will address problem identification, solution selling, statement of benefits, and return on investment.

3:00 Afternoon Refreshment and Networking Break

3:15 Proposal Presentations and Group Discussions
Selected teams will formally present proposals to all registrants for review and critique.

4:30 Adjourn

FRIDAY, MAY 30

8:30 Faculty Presentation of an Effective Proposal and Sales Call

9:00 MODULE VIII:
Occupational Health Sales Administration
• Staffing to maximize new business development
• Job descriptions
• Personality types to fit the job
• Organizational relationships
• Quotas and expectations
• Performance standards
• Compensation systems

10:15 Morning Refreshment and Networking Break

10:30 Awards Ceremony, Final Exercises and Program Wrap-Up

NOON Adjourn

“It is invigorating to have access to a professional with extensive experience who is willing to share and inspire.”
—Gail Anderson, Asante Occupational Health, Medford, OR

“I feel like Frank has given me an outline to become fantastic at what I do!”
—Lynn Smith, Corp OHS, Frederick, MD

“Excellent! Entire event was engaging as well as informative. Instant camaraderie second to none. A must for all occupational health reps.”
—Jennifer McElwain, Samaritan Regional Health, Ashland, OR
PRACTICAL TRAINING IN
OCCUPATIONAL HEALTH
SALES AND MARKETING

May 28-30, 2014
Hyatt Fisherman’s Wharf
San Francisco

FACULTY
FRANK H. LEONE

Mr. Leone is president and C.E.O. of RYAN Associates and executive director of the National Association of Occupational Health Professionals (NAOHP). Prior to establishing RYAN Associates in 1985, Mr. Leone was associated with the occupational health program at the University of Massachusetts Medical Center. He was previously an administrator for the RAND Corporation in Santa Monica, California. He has served as executive director of the NAOHP since 1990. Mr. Leone is a graduate of Vanderbilt University and holds an M.B.A in Marketing (Babson College), and an M.P.H. in Health Administration/Health Education from UCLA. Mr. Leone is the author of the book Marketing Healthcare Services to Employers: Strategies and Tactics.

Registration Form

Please complete and return to RYAN Associates
226 East Canon Perdido, Suite M, Santa Barbara, CA 93101
or send via fax to 805-512-9534 or email to info@naohp.com.
This form is available online at www.naohp.com.

Name #1 ________________________________________
Title ___________________________________________
Name #2  ________________________________________
Title ___________________________________________
Name #3  ________________________________________
Title ___________________________________________
Affiliation _______________________________________
Telephone ______________________________________
Address  _________________________________________
Fax ____________________________________________
City/State/Zip ___________________________________
E-mail __________________________________________

Do you plan to stay at the Hyatt Fisherman’s Wharf?  o YES  o NO

Registration fee:
  o $795 (NAOHP member rate)  o $895 (non-member rate)
  o Single day registrant ($495/$395). Which day?
  o Exclusive alumni rate ($129 for single day, $159 for full course)

 o Payment enclosed  o Hold to credit card; sending a check
 o Charge to credit card below
   o MasterCard    o Visa    o AMEX

Credit Card # _____________________________ Exp. _________
Signature ____________________________________

PLEASE REGISTER EARLY. SPACE IS LIMITED.