



# Powerful Medical Device Sales

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This title is part of the UniversityOfHealthCare/ UniversityOfBusiness Interactive Training Library, which offers authoritative, clearly written material in an interactive form for better comprehension and documentation of completion. Powerful Medical Device Sales is a comprehensive course with over 100 videos and animations for the medical device and pharmaceutical sales representative on sales skills to use with doctors and hospitals while observing correct procedures and building trust. It takes the attitude that consultative selling and considerate behavior create the most productive client relationships. It covers the structure of a hospital, medical staff, the hospital pharmacy, the hospital-based pharmacist, the nursing service, policies and procedures for hospital vendors, HIPAA essentials for the sales rep, sexual harassment, sales professionalism and building trust, customer management (with video interviews of doctors, a hospital pharmacist, and a medical assistant), and powerful sales communication (with a sales simulation). Estimated time: 10-20 hours. The course is divided into topics with their own tests so you can study and demonstrate your knowledge on different topics. The course results from the collaboration of an exceptional sales rep, a doctor, a nurse/MBA/marketing executive, and a media expert. 1228 pages on the CD. 126 pages in the manual. You must have Internet Explorer 4.0 or higher running on your computer. Supported operating systems are Windows 95, 98, 98 SE, ME, 2000, or XP. You will need Internet access to e-mail us your unique key and receive a password key. License is for one user on one computer. An additional computer owned by the same user will generally be approved at the discretion of the publisher. The manual accompanying the CD provides a summary of the major points of the CD in a handy format.

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