

# HEALTHCARE SALES CERTIFICATION

## THE WORKSHOP

Home health and hospice industry experts lead our two-and-a-half-day workshops. We developed a practical framework to support your agencies' mission and purpose.

Our hands-on, skill-based certification workshops will focus on building the skills and knowledge you need for consistent, repeatable strategic growth.

## CERTIFICATION BENEFITS

- Improve industry knowledge
- Enhance adherence to regulatory compliance
- Establish credibility with referral sources
- Learn steps to repeatable consistent referral growth
- Advance professional development
- Increase employee retention
- Earn valuable credentials

## CREDENTIALS

- CHSP (Certified Healthcare Sales Professional)

### Workshop topics include:

#### Pre-workshop: Initial on-demand prerequisite coursework

- Six on-demand prerequisite courses - courses provide a foundation on the hospice industry, including quality reporting, hospice Medicare benefit, Conditions of Participation, and regulatory compliance

#### 2.5 Day Workshop:

- Consultative sales process
  - You will learn a proven, simple, step-by-step sales process that will teach you the interpersonal skills required to navigate complicated referral source relationships. This process is predictable, repeatable, and empowers you to use root-cause analysis skills to identify the next step to move an account forward or dissect why a referral source is not active.
- Practice and role play
  - The only way we improve skills is through practice. Our workshop will provide low-stress opportunities for practicing your new or developing sales skills. We will also use learning scenarios and small group activities to solidify your learning.
- Advanced referral generation tactics and strategies
  - From developing strategic partnerships to leveraging healthcare innovation models, we review several tactics and strategies to help you to uncover hidden opportunities in your market.
- Regulatory Compliance
  - Growing your referrals in a compliant and ethical manner is critical to a successful agency. Our workshop teaches you how to maintain compliance and grow your business.

#### Post-workshop: On-demand continued developmental coursework

- Two on-demand courses that will continue to hone your communication and time management skills.

### TRAINING LOCATION

Denton/Dallas, TX

Aug 9-11, 2022



619-800-7255



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