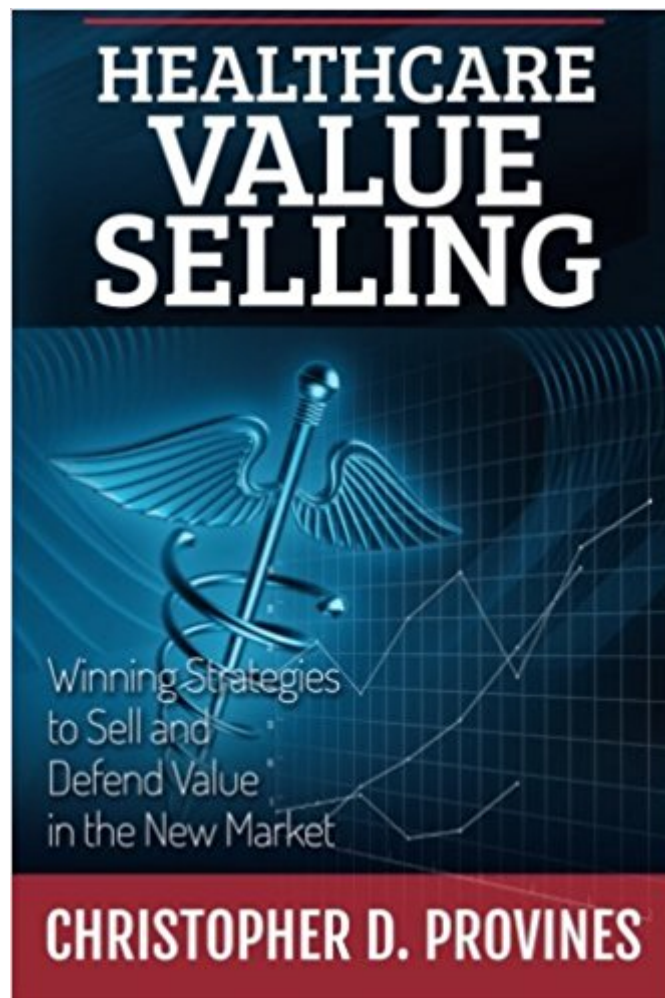




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# Healthcare Value Selling: Winning Strategies To Sell And Defend Value In The New Market



## Synopsis

Salespeople and commercial leaders face a significant challenge and big opportunity. Purchasing in healthcare is undergoing a fundamental shift. Buying decisions, once driven by individual clinicians, are increasingly being made by data-driven committees, cost-driven administrators, and sophisticated buyers. The hospital supply chain and purchasing organization is growing into a powerful force, and is deploying sourcing tactics to gain unprecedented discounts and bring clearer transparency to value. Selling in this new healthcare market in the same old way is a recipe for price erosion, declining margins, frustrated salespeople, and dissatisfied customers. Based on extensive experience and research, this is a practical guide that provides salespeople and commercial teams with the insights to approach economic buyers with renewed confidence. It provides proven strategies and tools to educate customers, sell your value, and defend your value against tough buyers. Understand the ten drivers of change in the new healthcare market. Learn how the buyer views your sales bag and the sourcing strategies buyers use to extract value. Navigate buying committees and learn to leverage your three elements of value - clinical, economic, and emotional. Quantify your value and connect it to the customers' business and reimbursement model. Adapt your offering and use negotiation trades to satisfy different buyers and defend your value. Learn the clues to identify the four hospital buying behavior segments and how to customize your tactics to each. Align your value selling to the six stages of customers' buying process. Learn twelve common buyer games and how to defend your value against each. This book will prove to be an invaluable source of ideas, strategies and tools for healthcare sales professionals, marketing teams, and executives responsible for leading winning commercial organizations.

## Book Information

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## Customer Reviews

"If ever there was a silver bullet to successfully navigating the purchasing process in the healthcare arena, this is it. Provines has a knack for simplifying the complex and ordering the chaotic. If you run a healthcare sales organization, this is the book you need to read." Â - Jason Aroesty, Regional Vice President,Â Siemens Healthcare Diagnostics"Great book that addressesÂ theÂ challengesÂ manufacturersÂ face inÂ theÂ rapidly evolvingÂ US Healthcare Market. Healthcare Value Selling offers practical strategies & solutions on how to approach re-defining valueÂ through the eyes of the customer. Very well written capturingÂ practical and real-world experience from bothÂ a manufacturer andÂ Healthcare Provider perspective."- Chris Maffie, Field Director, CNS / IM Managed Markets, Johnson & Johnson"This book provides healthcare suppliers with practical and easy to understand examples designed to help them create their own tools, which can be used to defend the value of their products and services.Â Brilliant!" Â -Â Mike Reiner, WW Sr. Director, Becton, Dickinson and Company"Just in time! Our healthcare customer is undergoing a major transition.Â Healthcare Value Selling provides a model that will help prepare teams to deploy new value based selling approaches, and address the needs of the new healthcare buyer." Â -Â Tom Reynolds, Director Global Strategy, Janssen Supply ChainÂ

Christopher Provines has over twenty-four years of global healthcare experience. He began his career in hospital finance and reimbursement. After graduate school, he joined Johnson & Johnson and later moved to Siemens Healthcare. His roles have included vice-president-level positions at both companies. He has extensive global experience in a variety of functions, including strategic pricing, reimbursement, health outcomes, finance, procurement, commercial excellence, key account management, and business improvement. He is a world-leading thought leader in selling, defending, and capturing value in healthcare. He is an advisor to many of the worldâ™s leading medical technology and pharmaceutical companies. Chris has written many papers, articles, book chapters, and books. He is on the board of advisors for the Professional Pricing Society and is an award-winning adjunct professor at Rutgers University, where he teaches in the Supply Chain Management and Marketing Sciences Department. His research interests include the transformation of healthcare supply chains and the implications for suppliers. Chris earned his MBA from Rutgers

University.

Very useful book

The most comprehensive and useful book on this topic

Delivery right on time. Good book

The timing of this book could not have been any better. Health-care providers in the US are hard-pressed to explain the excessive variation in how they charge for their services and, in many cases, for over-charging patients. As their billing practices come under scrutiny, healthcare providers are likely to squeeze their vendors to reduce costs “as if the current purchasing practices are not exasperating enough. Therefore, sellers in the healthcare space ought to be well-prepared to sell on value in order to justify their price points. Healthcare Value Selling provides step-wise guidance for Pricing and front-line teams who routinely participate in hard-nosed negotiations. The book discusses most, if not all, the difficult scenarios with prescriptive to-do lists that will come in handy. For instance, chapters 4 and 5 discuss how buyers decide which areas to focus in the negotiations and how buying committees make final decisions while chapter 6 guides how a seller should respond by quantifying the value offered by their products or services. The writing style of the book is conversational and easy-to-follow -- the author refers to the readers and himself as “you” and “I”. At the beginning of the book, the author acknowledges that there are a multitude of books on value pricing and how he aspires to make a meaningful addition to the existing literature. I was convinced after reading a few chapters that the author has comfortably met this objective. While value pricing is strategically important, value selling is about profitable execution and that, for me, is where the rubber really meets the road.

Wow, finally a realistic sales book authored by someone who has worked on both sides of the table- Sales and Procurement! Chris Provines provides ALL sales reps, especially those in healthcare, with a step-by-step approach covering all aspects of the sales cycle from researching the prospect, pre-sales, value drivers, value propositions, through negotiating with procurement. As a professional B2B sales rep, you'll never read a more valuable 50 pages as found in Part III that creates a sales strategy for you to differentiate your offering, quantify value in the customer's language, and, closing the deal! If you're content on making \$100,000 this year in Sales, do NOT read this book. If you

want to be a rain-maker in healthcare sales and double your winning sales opportunities in 2014 and beyond, put this fast-paced 5-star work on your summer reading list now.

I really enjoyed this book. With all of the change (health care reform, VACs, economic buyers), selling to hospitals is getting tougher. The author gives an inside view of why and how hospital buying is changing and what it means for sales. He then moves on to how to deal with all of this change with practical "How-tos" and tools. Understanding value analysis committees, quantifying your value, dealing with strategic sourcing games, and leveraging switching costs are but a few of the topics I found helpful. It's practical, well written and loaded with tools and tactics specific to healthcare. It's an easy read, but has great material that makes it a handy reference. This book will help any sales manager or salesperson learn how to think more clearly about value and how to deal with the changing buyer.

Don't let the fact that the title is Healthcare Value Selling put you off. If you want to know about value selling this is one of the best books you are going to find. Laid out in a logical sequence it is both easy to read and easy to follow and will provide you with numerous ideas for improving your approach to selling on value. Understanding and communicating value is at the heart of today's value sales process and this is a great resource to help you do exactly that. There are checklists and templates throughout the book that provide highly practical tools that you can take away and use immediately. If you are serious about value selling, this is one book that should not be on your bookshelf – it should be on your desk for easy access!

Healthcare Value Selling is in my opinion an immensely valuable book and a powerful addition to the libraries of Sales and Marketing VPs and territory sales reps alike working in Health Care. In fact many of Chris's concepts are directly applicable to selling to public sector, not-for-profit customers and to mainstream profit oriented healthcare businesses. One of the most important aspects of this book is that it is underpinned by the concept of Customer Value – how to create it, how to present it and how to profit from it. If you are a serious sales person working in technically complex, buying group oriented space encountered in health care, public sector and large corporates, you need to have this book. **BUY OR DOWNLOAD THIS BOOK RIGHT NOW.**

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