

Workshop: CUSTOMER-FOCUSED TRAINING FOR VALUE-BASED SELLING

Which Value-Based Selling Training Topics are Essential for Your Sales Roles?

Instructions: Below is a list of training topics that will benefit your sales roles at various levels. Review the list of topics and assign each topic to a role (or multiple roles) and then determine whether you have the necessary training content. Use the spaces in the columns to make notes on what content you have that may need some help (perhaps it needs a refresh or it isn't written for all levels that need it) or where you have gaps and how you could possibly fill them (ask a SME for help, redirect other training resources, partner with an off-the-shelf training provider, etc).

Training Topic	Customer Role(s)	We're Good To Go	We Have This Content, but it needs some help.	Hmm. Looks Like We Have A Gap Here.
ACOs & IDNs				
Bundled Payments				
Business Acumen				
Business of Healthcare				
Changing Market Landscape				
Cost-Containment Strategies				
Evidence-Based Selling				
Healthcare Economics				
MACRA/ MIPS /APMs				
Managed Care				

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Outcomes				
Payers - Medicare, Medicaid, Commercial				
Population Health				
Quality Measures				
Reimbursement				
Risk Contracting				
Selling To C-Suite				
Selling To Hospitals				
Value Analysis				
Value-Based Selling Skills				