

# Concentrate on Three Critical Areas When Selling Lab Services

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# TOPICS

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Credibility

Positioning

Relationships



# GAINING NEW CLIENTS

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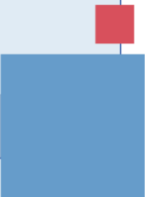
Very challenging job

Hope is not a strategy

Hope is the pathway to despair

Strategy definition:

**The art of creating power**



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# #1 Building Credibility



# CREDIBILITY DEFINITION

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**BELIEVABILITY**  
(vs. suspicion)



# THE STRUCTURE OF CREDIBILITY

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**Results**

(Competence)

**Capability**

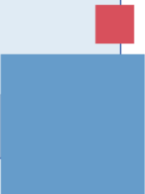
(Competence)

**Intent**

(Character)

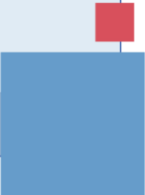
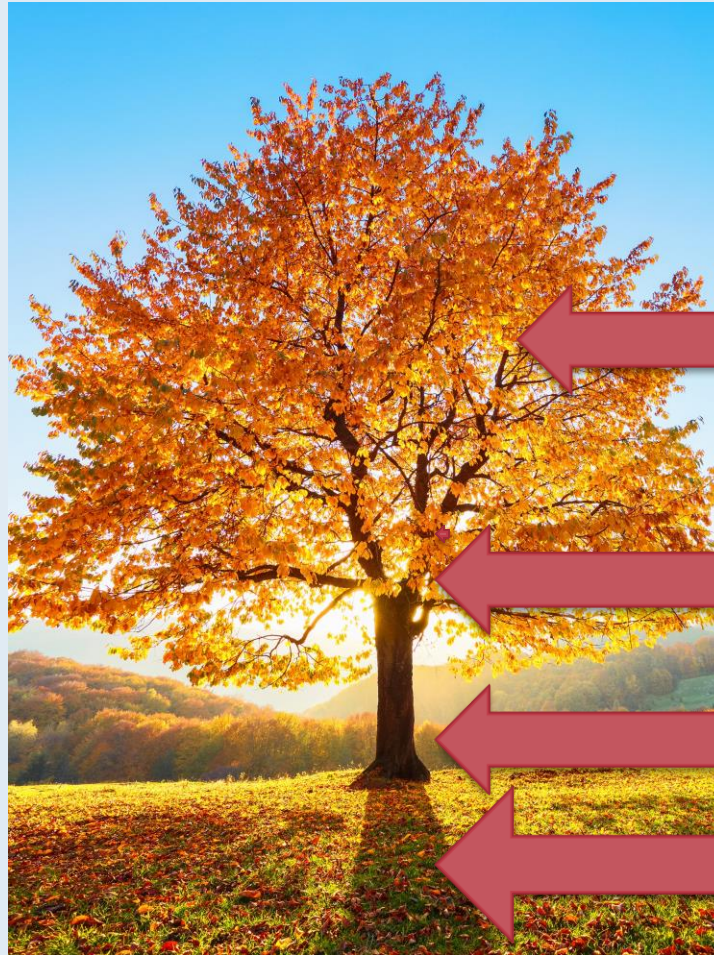
**Integrity**

(Character)



# TREE METAPHOR

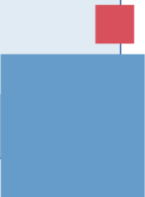
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# HOW TO START BUILDING CREDIBILITY

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1. Quickly address an issue
2. Offer educational info
  - New test/method, PSC, etc.
  - Pertinent MMWR article from the CDC
  - USPSTF announcement
  - Medical society updates
  - Journal abstract
  - Testing algorithm





# NOTE THIS

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1. Don't feel you have to be an authority on the topic

2. You're showing interest in the client

3. Material may not necessarily refer to testing



# HAND-OUT OPPORTUNITY

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If a client, ask if your lab service is satisfactory

If a prospect, what are their current lab issues?

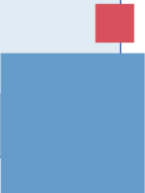
It's *quid pro quo*: I give you something, you give me information



# USING EDUCATION

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Research shows sales winners who use education outsell second place finishers by 3 to 1.



# OFFICE MANAGER QUOTE

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*Whenever I meet with our lab rep, I feel like I learn something. He always brings useful information when he stops in. In fact, when he began calling on us, he said his visits would usually include something educational that would be of interest to the doctors and the staff. He made it his job – and he still does – to add to our business relationship. Sure...we can get a basic transactional lab service from others in the area where they just pick up specimens and transmit reports into our EMR. But that's a simple commodity....anyone can do that. We've never had such a collaborative relationship with a rep or a vendor. That's why we selected his lab. It offered all the expected services like good turnaround time and customer support, but his educational approach really made the difference. We appreciate his visits, because we know he waste our time.*



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# #2 UNDERSTAND YOUR POSITION



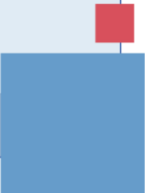
# UNDERSTANDING POSITIONING

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Our mind: a position for each bit of information  
but not always accepted

Positioning: organized communication system by saying the *right* things to the *right* person.

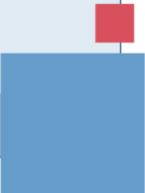
Decision-maker's mind  
Highly influential staff



# THREE POSITION CATEGORIES

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Positive  
Ambivalent  
Negative



# REPOSITIONING

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Repositioning: to move a new lab into the mind, must move the old one out

Say something about the competitor that causes the decision-maker to think twice about his/her lab

Never degrade your competition





# UNCOVERING THE DIFFERENCES

Rep's visitation/<sup>17</sup>timely handling of issues

Billing

Poor turnaround time on selected tests

Logistics

Client service professionalism or phone wait times



# UNCOVERING THE DIFFERENCES

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Quick response from technical staff

Supplies and their delivery TAT

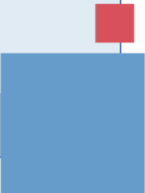
Specimen accessioning

PSC issues

EMR connectivity problems

Tests that are referred to another lab

Methodologies



# PATHOLOGY

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Long TAT

Pathology specialists

The way the pathologist writes  
the report

TAT on DIF, special stains, or  
IHC



# THE YIN AND THE YANG

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Explain what your lab is and what it's *not*

Develop logical and emotional contrasts

Reasoning to include improved service and patient care

Establish the “against” position



# DECISION-MAKER AND ADMIN

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Know your lab's position with more than one person

Final decision-maker

Those who are highly influential



# A SALE'S REP'S MESSAGE TO A PROSPECT

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*I'm not going to waste your time in the future with meaningless visits. The only time you're going to hear from me are in two situations: (1) you contact me about a problem with the lab (2) when I can give you information that will help improve patient care. Will you see me again if I stop back?*



# RAISING CREDIBILITY

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This raises credibility twice:

Won't waste their time

You have their best interest in mind

It positions you and your lab as a value-provider



# #3 BUILDING RELATIONSHIPS





# CREATING RELATIONSHIPS

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Creating business relationships = skill

Three steps:

1. Have the right mindset
2. Ask the right questions

**Questions ARE the answer**

Use the Socratic Method

3. Do unexpected and thoughtful acts

**Sharing creates the relationship  
and builds rapport**



# THE RELATIONSHIP STAIRCASE

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People who value a relationship

People who respect you

People who are friendly with you

People who like you

People who know you by name

People who don't know you by name



# FOUR FUNDAMENTAL TRUTHS

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1. Where trust and rapport are strong, selling pressure will always seem weak
2. Where trust and rapport weak, any selling pressure will appear strong
3. The more you learn about someone, the more likely you are to have a better personal connection with them
4. People with common interests have a natural rapport



# SEVEN IDEAS TO LEARN ABOUT SOMEONE

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1. Special interests/hobbies
  2. Important people in their life (including names)
  3. Important places
  4. Major events (marriage, illness, birthday, concerts, etc.)
  5. Favorite foods/restaurants/recipes
  6. Schools attended
  7. Tell me something about yourself that would surprise me
- Occasionally act on this knowledge through verbal exchange or articles



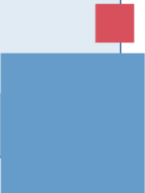
# A TIP ON BUILDING RELATIONSHIPS

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Pretend every single person you meet has a tattoo on their forehead that says:

**Make me feel important**

Man's strongest non-biological  
hunger



# MOST CLIENTS THINK THESE POINTS

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Let *me* do the talking

Don't start off talking about yourself

*Notice* me

Learn something *about* me

Learn something *from* me



# ASK GOOD QUESTIONS

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How much time does the client talk and how much do you?

Mention something you've done or seen recently and ask if your contact had the same experience



# SPREAD YOUR PERSONALITY

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It's dangerous if you have a strong rapport with only one person

Spread your personality to other key staff members, especially the provider(s)





# SAY THEIR NAME

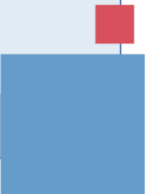
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Mention a contact's name once within conversation

*Always* say it during your introductory statement

And say it when you're leaving

**A person's name is the sweetest sound they hear**

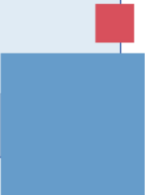


# YOUR COMPETITION

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Ask these two questions:

1. What competitors have stopped in?
2. Would you give me the right of first refusal if a competitor offered something you didn't think was available through my lab?



# SUMMARY

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1. Build your *credibility* by concentrating on the four pillars relating to your *character* and *competence*:

a. Integrity

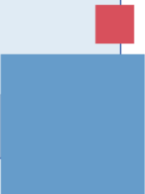
b. Intent

*Character*

c. Capability

d. Results

*Competence*



# SUMMARY

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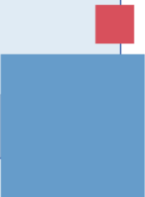
2. Understand your lab's *position* in the client's mind

Learn to reposition the competition by using the “against” strategy

3. Form client relationships with key people inside each account, ask good questions

Aim to be a valued resource

Act on knowledge you've learned



# THANK YOU

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