



Mace Horoff

Medical Sales Performance



Mace will show your sales team how to deal with the challenges of selling in the increasingly complex world of healthcare so they can capture new business and hold onto the business they have. With over 30 years of real-world experience in healthcare sales, Mace is an expert on sales strategies and tactics that create effective sales conversations with even the most challenging healthcare professionals.

Mace Horoff works with medical device companies and representatives who want to close more business and earn more money without making costly mistakes.



Popular Program Topics

THE HEALTHCARE SALES REP: BE THE ALLY, NOT THE ENEMY

- Minimize or eliminate the sales rep/institution/clinician adversarial relationship
- Influence buying decisions when multiple decision-makers have conflicting goals and agendas
- Create and deliver relevant value to overcome or offset pricing issues
- Avoid being victimized by the increasingly common "...does not see sales reps" policies

WINNING THE SALE IN A COMPLEX AND HIGHLY DISTRACTED HEALTHCARE SALES ENVIRONMENT

- Gain favorable attention early in the sales process
- Apply the motivators and drivers for buying decisions in the new healthcare
- Identify and balance clinical + economic drivers
- Implement a sales process that connects the essential touch points in accounts

FOLLOW-UP OR FOUL-UP: CREATING A SALES PROCESS FOR HEALTHCARE SALES SUCCESS

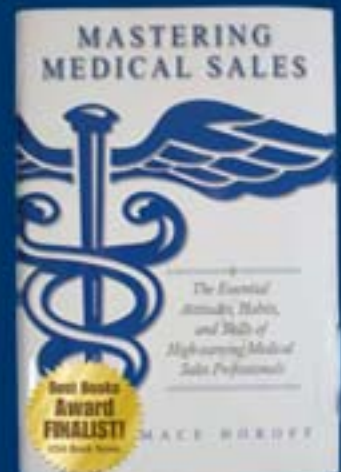
Medical sales rarely close in one call, yet a disturbing number of medical reps fail to follow-up or deliver sales support effectively.

- Redefine the sales call as a process instead of an event
- How and why to plan follow-up first instead of last
- Ongoing activities and communications that keep the sales process moving and provide necessary access to stakeholders

*Note: All programs are tailored to your meeting agenda and specific sales challenges.

Mace wrote
"THE BOOK"
on Medical Sales!

Mace Horoff is the author of **Mastering Medical Sales: The Essential Attitudes, Habits & Skills of High-earning Medical Sales Professionals**. He produces the *Medical Sales Guru Podcast*, the *Medical Sales Video Channel*, the *Medical Sales Blog* and contributes articles about selling in healthcare.





“It’s never about just the product—it’s about the patient, the provider, the mission...and the product.”

With over 30 years experience in healthcare sales, Mace’s programs are designed to do one thing—get your salespeople to sell more! Healthcare sales professionals know that Mace is the real deal who is not there just to motivate them, but to help them achieve their sales goals.

An award-winning speaker, Mace’s programs are customized for each client to address sales challenges and capitalize on all opportunities. Sometimes, Mace delivers what healthcare sales professionals *want* to hear, but *he always delivers what they need to know*. All programs include a core message, which is to understand the customer, understand what needs to be done, and do it so the patient, the provider, and ultimately the sales professional and your company benefits.

What others are saying...

...For the Australian medical technology association, Mace delivered an interactive, responsive, and practical presentation on the challenges of selling to and following-up with healthcare professionals. Program feedback was excellent!

-Fiona Shipman, Medical Technology Association of Australia

“I have been in sales for 29 years...Mace’s message is real world, cut-to-the-chase, teach you how to find and close sales. I wish I trained with him ten years ago.”

-Bill Bennett, Charlotte, N.C.

“Mace is a world class speaker and motivator. He’s able to connect instantly with audiences because of his confidence, integrity, and joyful heart. Mace combines the strengths of being able to deliver well rehearsed stories with an incredible “brain to mouth” connection that turns his extemporaneous thoughts into well received words. His sense of humor is extraordinary and a gift many presenters covet. If you want a speaker who delivers results in an entertaining and memorable way, Mace is your man.”

-Ed Lamont CIC, CRM, Founder and President, Lamont Consulting Group, Inc.

“...sales have increased dramatically since we developed a comprehensive training and onboarding program with Mace...I’d recommend Mace for his in depth knowledge of how to sell to health care professionals, for his ability to keep people engaged in the learning process, and for his complete professionalism.

-Steve Parkins, Miami FL

Partial Client List

- Zimmer
- Abbott Laboratories
- Biomet 3i
- Medical Technology Assoc. of Australia
- Zimmer Spine
- GlaxoSmithKline
- Mobile Instrument Service
- Neurovirtual
- Boehringer Ingelheim
- Arizant Healthcare
- The Orthotics Group
- Arthrex
- BioPro Implants



To Book Mace or to have a conversation about your meeting call 561.333.8080

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