SAVE MONEY
SAVE TIME
REDUCE RISK
SIMPLIFY
IMPROVE PATIENT OUTCOMES

Run through The Value Algorithm before every sales call. Why? So you can identify issues that the prospect might find important enough to discuss. It will also help you to connect your product to what the prospect truly values.

Remember, this is only part of pre-call planning, but it is a very important part. Do some research ahead of time by looking at the prospect's website. Notice any mission statements or other information that is in the lobby or waiting room. Look for any information that suggests what's important to the HCP, the practice or the institution.

The lists here are in no way comprehensive. They are just examples. Use