

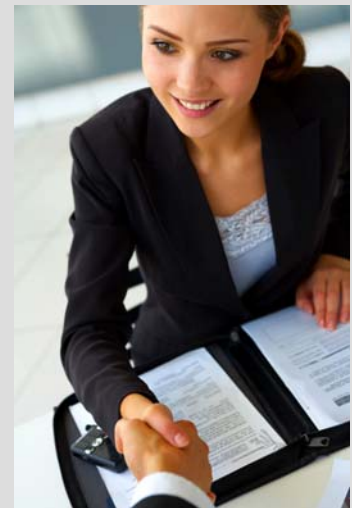


Occupational Health Sales and Marketing Coaching and Mentoring Program

Successful occupational health sales and marketing requires professionals to master certain principles *and* apply them in the real world.

RYAN Associates' **coaching and mentoring program** is a unique opportunity for occupational health sales and marketing professionals (and related associates) to receive weekly encouragement, education, and peer support through participation in a series of one-hour conference calls facilitated by Frank Leone.

The ten-week program will focus on long-term program growth and help ensure that the sales professional captures exponentially more business for their program in the shortest possible period of time.



The first series begins April 2010. Class size will be strictly limited to ten registrants on a first-come, first-served basis.

Each week will feature a homework assignment on a specific topic. Homework will be due at least 48 hours before the scheduled weekly conference call. Mr. Leone will lead each session after reviewing the homework assignments, provide insights on the topic, and facilitate group discussion.



Frank Leone, M.B.A., M.P.H., is President and C.E.O. of RYAN Associates and Executive Director of the National Association of Occupational Health Professionals. Mr. Leone provides innovative training in sales and marketing through educational seminars and consulting engagements, and has helped improve the performance of thousands of sales professionals since 1985.

Coaching and Mentoring Program

226 East Canon Perdido, Suite M
Santa Barbara, CA 93101
800-666-7926, x 13 • info@naohp.com



Frequently Asked Questions

Q What if I am the 11th person to sign up for the class?

A We will create a second class at a different hour with six individuals in one class and five in the other. Under no circumstance will there be less than five or more than ten registrants in a class.

Q What if I miss a session?

A Each session will be recorded and archived so you can access it later. However, when you skip a live session, you will miss out on the interactive and mentoring aspects of the call.

Q What if I can't convince my boss that I should register for this program?

A Tell your boss that an uptick in sales could offset the \$495 registration fee hundreds of times, e.g., if your program's gross revenue is \$1 million and you can increase it by even 5% a year, participation in this program offers more than a 1,000% return on investment.

Q Why cap the group at ten?

A Mr. Leone believes ten is a dynamic size for group interaction while still allowing for highly personalized, customized attention.

Q Is homework really necessary?

A Submission of homework assignments allows the facilitator to customize each session. In addition, the homework requires registrants to focus on every carefully selected topic.

Registration Form

Remember: class size strictly limited to ten!

Name _____

Title _____

Affiliation _____

Address _____

Telephone _____

Email _____

Enter Credit Card Information Below:

(Visa, MasterCard, and American Express are accepted)

_____ exp _____

Signature _____

Ten-Week Course Agenda

Week 1

Topic:

Develop/Upgrade Your Program's Marketing Plan

Homework:

A program-specific draft plan

Week 2

Topic:

Creating and Executing Core Marketing Tactics

Homework:

A list of 3 actual or planned marketing tactics

Week 3

Topic:

Building a Powerful Prospect Universe

Homework:

Your organization's plan for building that universe

Week 4

Topic:

Targeting "A" Prospects

Homework:

Your greatest challenge in defining "A" prospects

Week 5

Topic:

Handling Objections with Ease

Homework:

Most common objections and scripted responses

Week 6

Topic:

Articulating Your Program's Competitive Advantage

Homework:

A first draft competitive advantage statement

Week 7

Topic:

Understanding the Value of Your Product

Homework:

A first draft value statement

Week 8

Topic:

Executing the Perfect Sales Call

Homework:

Your greatest obstacle to a successful sales call

Week 9

Topic:

When and How to Involve Physicians

Homework:

Current practices and desired involvement

Week 10

Topic:

Problem Resolution Forum

Homework:

The most significant problem(s) you face

The fee for the 10-week coaching/mentoring program is \$495 (\$595 for non-NAOHP members)

Registration Options:

- Return form with check or credit card authorization
- Register online at www.naohp.com
- Request an invoice by calling 800-666-7926, x 13

