

Announcing A New Text:

RYAN Associates, specializing in occupational health program development and education, is pleased to introduce Version 3.0 of *A Comprehensive Guide to Occupational Health Sales and Marketing*. The text embodies the seminar teachings of authors Frank H. Leone and Carolyn N. Merriman, plus sample forms, letters, standards, and tools that can be readily incorporated into any occupational health program's sales and marketing plan.

The text is intended to:

SAVE TIME

Minimize "reinventing the wheel" by using time-tested forms and templates!

BE VERSATILE

The text has something for every occupational health program staff member!

BE CURRENT

Version 3.0 represents a significant update and expansion of Versions 1.0 and 2.0!

BE COMPREHENSIVE

The most comprehensive volume on occupational health sales and marketing ever published!

The tools included in this volume are intended to reduce needless administrative time which results in more time to sell. A shift of direct time allocation in the field from 25% to 50% invariably results in an increase in sales of at least two-fold!

ABOUT THE AUTHORS

FRANK H. LEONE

Prior to establishing RYAN Associates in 1985, Mr. Leone was associated with the occupational health program at the University of Massachusetts Medical Center. He was previously an administrator for the Rand Corporation in Santa Monica, California. He also serves as Executive Director of the National Association of Occupational Health Professionals. Mr. Leone is a graduate of Vanderbilt University and holds an M.B.A. in Marketing from Babson College and an M.P.H. in Health Administration/Health Education from UCLA.



CAROLYN N. MERRIMAN

Ms. Merriman is President of the Corporate Health Group, LLC, in East Greenwich, Rhode Island. She provides sales, marketing, and consultation to clients for strategic marketing, planning, teleservices, and sales efforts focused on a target audience. Ms. Merriman is a Wilson Learning Certified Sales Instructor and also instructs on sales for the healthcare professional, customer service training, and teleservice training.

