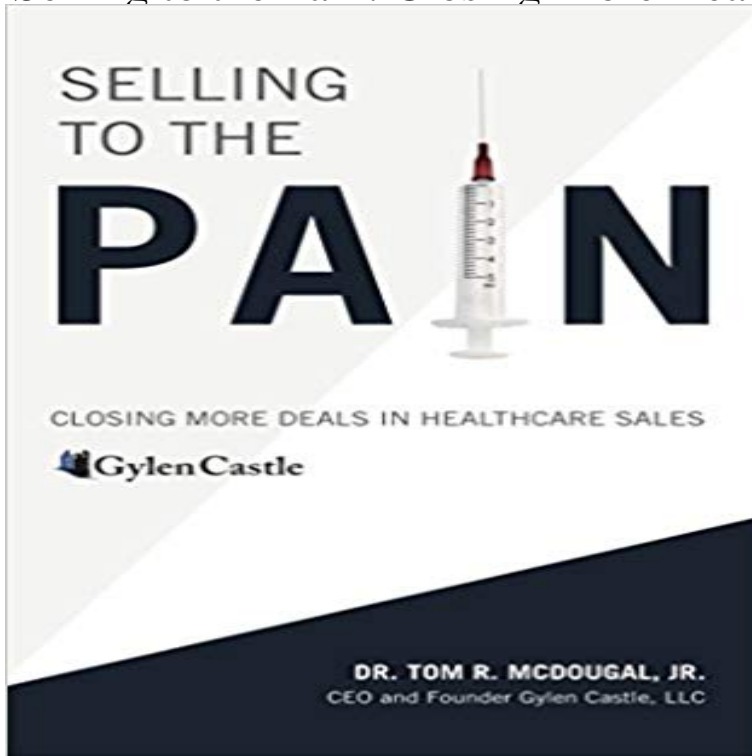


## Selling to the Pain: Closing More Deals in Healthcare Sales



Selling to the Pain: Closing More Deals in Healthcare Sales (2016) is a revolutionary strategic methodology to improve sales efficiency and close rates. The pain a potential customer is experiencing is the result of a lack of performance in financial, quality, or satisfaction key metrics. To be successful, you must diagnose the pain, communicate your solution effectively, and close the deal. During the past two decades, the culture of decision making has changed but many companies have not pivoted their sales strategy to be effective long term. Competition is fierce. Selling to the Pain is proven to create a competitive advantage to drive results in what matters efficiently closing more deals. Author and CEO of Gylen Castle, Dr. Tom McDougal, accepted his first hospital CEO position at age 27 and led five different hospitals over the following 17 years. Now a serial healthcare entrepreneur, Dr. McDougal provides deep insights from his unique perspective of both a decision maker and a sales professional. Selling to the Pain includes three critical components to sales strategy success: Understanding the decision process and the factors that affect decisions as explained in The Decision Table; Developing a Value Proposition Message to identify the pain a customer is feeling and communicate an actionable solution; and Applying Accountability Sales to hold the decision maker accountable to help you close the deal. Through Dr. McDougals insights and advisement of the Gylen Castle strategy, you can achieve an advantage over your competition by capturing the decision makers attention and improving efficiency to close more deals. While Selling to the Pain is developed from experiences in healthcare, the strategies are often applied to other industries that have long sales cycles, centralized decision making, and strong administrative leadership. Dr. McDougal has your prescription to Sell to

the Pain. Gylen Castle is recognized as the premier healthcare sales strategy advisement firm. Headquartered in Birmingham, Alabama, Gylen Castle, LLC is a boutique advisory firm serving a national client base. Clients of Gylen Castle vary widely in size from start up firms to companies that sell billions of dollars of services or products to their clients each year. To learn more about how Gylen Castle can transform your sales strategy, visit GylenCastle.com.

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