

# SALES TRAINING FOR THE STAFF

## Overview

The **PUMC three part, On-Line Comprehensive Sales Skills Training program** will provide proven techniques to help your staff close—phone shoppers – e-mail inquiries – and targeted social media members. These "how to" sessions will each last for 90 minutes and allow your staff (up to three per \$199 registration) to get the specific training they need right in your office. No travel expenses involved. Using the Internet and a computer your staff will learn how to:

### PHONE SKILLS

- Convert every call to appointments
- Stop price shoppers in their tracks!
- Handling tough medical questions
- How to turn an doubting prospect to a patient
- Follow-up on unclosed consults

### E-MAIL RESPONSE

- Closing E-mails into appointments
- Managing & harvesting your e-mail data base
- E-mail etiquettes for cosmetic surgery
- Design a response that demands an action
- The art of the e-blasts

### SOCIAL MEDIA

- SM that works but does not over work you!
- Designing a Facebook AD campaign
- Tracking SM results
- Posting events and activities to drive up SEO
- The do's and don'ts of responses
- Tying SM to your Web site

## Fees

### Part 1 – Phone Skills Training

Tuesday, January 19, 2010- \$199 – 9:30 AM PST

### Part 2 – E-mail Response Training

Wednesday, January 20, 2010 - \$199– 9:30 AM PST

### Part 3 – Social Media Training

Thursday, January 21, 2010 - \$199– 9:30 AM PST

**Registration** (Syllabus, test and Certificate included)  
(Please print)

Today's Date: \_\_\_\_\_ Email: \_\_\_\_\_

Doctor's Name: \_\_\_\_\_ Specialty: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Attendee #1: \_\_\_\_\_ Position: \_\_\_\_\_

Attendee #2: \_\_\_\_\_ Position: \_\_\_\_\_

Attendee #3: \_\_\_\_\_ Position: \_\_\_\_\_



Visa

MasterCard

Discover Card

AMEX

Name as it appears on card: \_\_\_\_\_

Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Credit Card Zip Code: \_\_\_\_\_ ID Code on back of Credit Card: \_\_\_\_\_

**Fax registration form to: (323) 756-3456**

All confirmations are final. However, you may transfer your registration to a future training.

(323) 756-8371

FAX: (323) 756-3456

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