



## **Sales & Marketing Strategies for PPS Performance Teleseminar Series - Session II**

This hottest topic in home health care today is the coming change to Medicare PPS. This adjustment in the way your agency is reimburses for care will have a huge potential impact on the future of your agency. Some agencies will receive less money, and some will receive more.

The data from CMS and Outcome Concept Systems suggests several factors that will enable your agency to prosper during the coming transition. One of those factors is the focus of your sales and marketing efforts.

Since this change in reimbursement is “budget neutral,” some agencies will win and some will lose. In this interactive teleseminar series, experts from Leading Home Care ... a Tweed Jeffries company, will give you the latest strategies and insights to help you grow your business and prosper under the new reimbursement system. You won't want to miss this opportunity to help your sales and marketing team make the best of this changing situation.

**Thursday, February 7, 2008 – 1:00 p.m. Eastern time**

### **Selling Strategies for PPS Performance**

With Stephen Tweed and Michael Giudicissi

Once you understand the impact of PPS on your agency and your marketing strategy, then you need to implement. That means that your sales team members need to focus their efforts on those patients, those diagnoses, and those referral sources that will bring in the most profitable admissions. In this interactive session, Stephen and Michael will help your sales representatives focus their weekly activities to bring in the most profitable referrals.

## **Selling Strategies for PPS Performance**

In our first teleseminar in this series, we discussed PPS and its impact on sales and marketing. In this program, we'll discuss seven specific selling strategies you can use to improve your agency's performance under PPS.

1. Identify your agency's opportunities and define your sales focus.
  
2. Identify your C-1, C-2, and C-3 customers, and your P-1, P-2 and P-3 prospects.
  
3. Establish weekly sales objectives.
  - Number of sales calls per week per sales rep.
  - Number of selling hours per week per sales rep.
  - % of calls to C-1, C-2, C-3 and P-1, P-2, and P-3
  - Number of referrals per territory
  - Number of Admissions per territory
  
4. Involve clinicians in your sales planning and your sales calls.
  
5. Prepare your approach and practice your presentations
  
6. Develop customized sales support materials.
  
7. Track your most frequently asked questions, objections, and barriers to entry.

### **Discussion Questions:**

Set aside some time after this teleseminar to discuss these questions, and develop action plans to put these selling strategies to work in your agency.

1. What opportunities do we see for our agency to increase revenue per episode by focusing our sales and marketing efforts?
2. What physicians or referral sources do we want to reach to tap these opportunities?
3. What are our weekly sales goals?
4. What support do we need from our clinical team to maximize these opportunities?
5. What content information do we need to gather or create to make persuasive presentations and develop customized sales support materials?

## Your Leading Home Care Teleseminar Presenters

**Michael Giudicissi** has spent the past 15 years working in sales, sales management, and home care leadership. Before joining Leading Home Care as our Home Care Sales Training Specialist, Michael served as Vice President of Business Development for a \$40 million regional home care company in the Southwestern United States. He coaches home care sales managers in business development and sales performance, and trains home care sales representatives. Michael is the author of two books, including ***Making The Approach: Advanced Training for Home Care Sales Professionals***, upon which this teleseminar series is based.



Michael is also the editor of ***Sales Manager Insights***, the weekly electronic newsletter for home care sales and marketing managers.

**Stephen Tweed, CSP**, has spent the last 25 years working with home care organizations that want to grow and with home care leaders who want to get ready for the future. He is currently Chairman and CEO of ***Leading Home Care ...a Tweed Jeffries company***. His firm provides strategies and insights for home care companies that want to grow, and for home care leaders who want to get ready for the future. Stephen is the author of ***Strategic Focus: A Gameplan for Developing Competitive Advantage***, and co-author of four books specifically for home care leaders.



He is the Editor and Publisher of ***Stephen Tweed's Leading Home Care Report***, the largest electronic newsletter for home care leaders, and the publisher of ***Private Duty Today***, the leading electronic newsletter for Private Duty Home Care.