



Build the Confidence, Competence and Commitment to

# Excel in the Complex, Constantly Changing Healthcare Sales Environment

Integrity Solutions has provided sales and coaching solutions to healthcare suppliers for over 30 years. Our values based content addresses the importance of attitudes, motives and beliefs in addition to teaching skills.

Most anyone selling in today's healthcare market would agree that different skillsets, mindset and strategies are required. Yet despite this understanding, have sales and coaching behaviors really changed?



## WHAT WE DO

Our learning processes have been shown to:

- **Increase** sales force effectiveness
- **Create** a greater sense of purpose
- **Align** sales and marketing
- **Build** a culture of accountability
- **Equip** managers to model and coach
- **Improve** engagement and retention

## WHAT WE BELIEVE

For the greatest impact, training must:

- **Address** both Mindset and Skillset
- **Include** follow-up and accountability for application
- **Align** with your corporate values
- **Engage** managers
- **Be easily applied** regardless of experience

## 3 KEY DRIVERS FOR SUCCESSFUL OUTCOMES

Our sales and coaching solutions impact these key drivers for successful outcomes:



**Right  
Mindset**



**Right  
Skillset**



**Disciplined  
Process**



**Successful  
Outcomes**

## OUR UNIQUE FOCUS



### Fuel Performance

We equip your people with the mindset and skill set they need to be exceptional at building trusted customer relationships that drive value and opportunity.



### Grow Talent

Our integrity-led approach to sales and customer service training helps you attract, engage and keep the world's best talent.



### Lift Up Customers

Our programs ignite a passion in your customer-facing teams to uncover and meet customer needs, exponentially increasing customer satisfaction, loyalty and success.



### Elevate Leaders

We create an inspiring learning environment that helps teams achieve their full potential: managers grow into more engaged, successful coaches, while executives cement their roles as trusted leaders.

## SALES PERFORMANCE DEVELOPMENT

Integrity Solutions helps healthcare clients see measurable improvement in four critical sales performance areas:



### The Sales Conversation

Increase value, differentiation and commitments from every sales interaction.



### The Account

Develop broader relationships and increase YOY revenues from key accounts.



### The Sales Manager

Transform your managers from revenue reporters to growth accelerators.



**The Person** Increase self-belief, achievement drive and motivation to succeed.

*Reinforcement, measurement and sustained improvement*

## HEALTHCARE ORGANIZATIONS RESULTS

TRANSCEND &  
TRANSFORM

**Consistent**  
sales process  
and language

Improved  
**collaboration**  
within internal  
client teams

**+20%**  
employee retention

SALES  
CULTURE

Increased number of  
**appointments**  
with non-clinical  
stakeholders

Improved  
account penetration  
and stronger  
**relationships**

**Increased**  
manager coaching

OVERALL  
PRODUCTIVITY

Increased revenue by  
**23%**  
within 6 months vs. 9%  
average market growth

**+\$75 million**  
revenue growth  
in 6 years

**29%**  
medical device sector  
increase in market share

DEEPENING  
RELATIONSHIPS

**53%**  
increase in  
customer commitments

Patient satisfaction  
scores improved from  
**12<sup>th</sup> to 93<sup>rd</sup>**  
percentile

**94%**  
increase in time  
with physicians

# Partial Client List

What do more than half  
of the Top 10 2019 Medical  
Device companies have in  
common?

They've all chosen Integrity  
Solutions as their sales  
training provider.

- Abbott
- American Red Cross
- Arthrex
- Bioventus
- Boston Scientific
- Depuy Synthes
- Johnson & Johnson
- KCI
- Medtronic
- Novartis
- Quest Diagnostics
- Sanofi
- Smith & Nephew
- Zimmer Biomet
- Zoll

# Our clients say it best.

"The thing I appreciate most about Integrity Selling® is that it is **relevant and easily applied** across all our business units. **Having a common language has increased collaboration and teamwork.**"

– Executive Sales Director  
Fortune 500 Diagnostics Company

"Reps are getting **more time and having deeper conversations with their customers** because they are asking better questions."

– Regional Manager,  
Medium-Sized Pharmaceutical Company

"After four years of flat sales and no new products, Integrity Selling® helped us achieve a **20% increase in sales.**"

– Vice President of Sales,  
Specialty Pharmaceutical Sales Force

"The investment we have made is paying huge dividends in shaping a **performance-driven culture** – where people are **motivated and engaged to perform at their highest potential.**"

– VP Sales, Medical Device Company

"I have been through countless selling models in my career. By far, **Integrity Selling® is the single most relevant and easily applied for selling in healthcare today.**"

– Senior Director of Training, Specialty Biopharma Company

"The Integrity Selling® Model provides value and enthusiasm for the following reasons: First, it's a **realistic, detailed, and customer-focused** approach that allows you to be yourself while having a conversation with the customer. Second, it **unifies all (our) lines of business to one language.** Finally, it's a model that **world-class organizations provide for their sales forces.**"

– Executive Sales Director,  
Leading Medical Device Company

## ABOUT INTEGRITY SOLUTIONS

Our experience spans over 50 years, 130 countries and healthcare sectors such as medical device and diagnostics, pharmaceutical, hearing healthcare, healthcare services, hospitals and clinics and more. Integrity has been consistently recognized the past several years as a Top 20 Sales Training Company by both Selling Power and Training Industry, Inc. and with multiple Stevie Awards for sales training and consulting excellence.

Visit us online to learn more about our unique approach: [IntegritySolutions.com](https://IntegritySolutions.com)

# INTEGRITY Solutions

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