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

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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 ma

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