

Healthcare – An Overview

Are you a fit for healthcare sales in the contract furniture industry?

Those who excel as specialists in this sector have dedicated themselves to understanding the unique challenges of the decision-makers. Selling in the healthcare industry requires compassion and the understanding that all decisions are made in the best interests of the patients, their families, and their caregivers.

Upon completion of this learning experience the salesperson will:

- Know the size, scope and opportunities of the healthcare sector
- Be able to identify and define the key sectors of opportunity
- Be able to identify the categories of opportunity within the sector
- Be able to identify the key decision makers – who they are and their scope of influence
- Learn healthcare product features that differentiate from standard commercial furniture
- Know what it takes to succeed in this ever-changing category



This is a short training session lasting approximately 1.5 hours.



The ideal candidate for this course is a salesperson who is new to the office furniture industry.



Send any questions about this workshop to learning@indeal.org.