



medcentric™

MEDICAL WRITING & TRAINING

A NEW STANDARD IN  
MEDICAL SALES TRAINING  
SOLUTIONS & INNOVATIONS

[www.medcentric1.com](http://www.medcentric1.com)



## THE ADVANTAGE

Offering novel, customized solutions, the Med-Centric™ team has extensive experience with a multitude of medical procedures, devices, and therapeutic areas.







Think of MedCentric™ as your strategic partner - we provide comprehensive medical training solutions beyond just courses, from our adept medical writing capabilities to our Smart Sell™ sales learning system.

As your medical training needs arise, we would love to conceptualize, create, and even implement your solutions with you. With MedCentric™ as your partner, you can count on a superior product and results that drive your business ahead of the competition.

## THE SOLUTIONS

MedCentric™ is a consulting firm that develops industry-leading solutions, partnering with physicians and medical companies.

We deliver high-impact, tangible results through adept knowledge and skills in all facets of medical sales training design and development.

-  Medical Product Training Modules
-  Medical Sales Courses
-  New Product Launches
-  Sales Training Development
-  Manager Development Training
-  E-Learning Content



## Medical Product Training Modules

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**The industry leader.....**MedCentric™ specializes in authoring and constructing cutting edge medical training modules as part of our blended learning approach. Each module is customized to meet the specific needs of your organization, while implementing a proven learning design for maximum impact. Modules may include items such as:

- Anatomy, Physiology & Disease State
- Procedural Knowledge, Product IFU
- Product Features, Benefits & Selling Strategies
- Product Competitive Analysis
- Clinical Data



## Medical Sales Courses

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**Know more, sell more....**MedCentric™ provides customized sales training course development and facilitation, designed around the specific needs of your organization. The core of our sales training courses features the high-impact Smart Sell™ sales model.

Practical knowledge. Powerful results....Smart Sell™ is a highly effective, proven sales learning system that MedCentric™ has developed through years of experience in medical and pharmaceutical sales. It is designed to teach sales representatives the sales process and skills to make an immediate impact in their sales territory.

- Proven selling model
- Designed specifically for medical selling
- Cultivates ability to sell to clinicians
- Promotes high-level sales calls
- Focuses on gaining commitment from the clinician



## New Product Launches

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**Make an immediate impact**.....Looking for a fresh, dynamic approach to train your organization on a new product? MedCentric™ can help you to quickly and efficiently launch a product to attain instant sales success.

- Construction of sales training modules
- Sales tools / detail pieces
- Launch training workshops
- Web-based learning solutions
- Quick, high-impact product rollout



## Sales Training Development

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**Deliver what your business demands**.....MedCentric™ is an industry leader in the development of comprehensive sales training programs for medical companies. Our cutting-edge resources enable us to implement a structured training program to provide consistent training as your company grows.

- Cultivation of sales training department
- Organized, repeatable training
- Seamless integration
- Highly customized
- Blended approach



## Manager Development Training

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**Develop tomorrow's leaders**.....MedCentric™ can help your organization drive organic growth by developing a team of sales leaders. Our manager training programs provide a tremendous platform for sales management development with a customized, blended approach.

- Coaching
- Representative Development
- Management Roles & Responsibilities
- Time Management
- Leadership Skills



## E-Learning Content

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**Reduce training limitations**.....In addition to training modules, MedCentric™ offers content writing solutions as part of our highly successful blended learning approach. Offering a comprehensive training methodology, we design training content for web-conferencing and e-learning so that your sales organization can learn right from their home office.

MedCentric™ also partners with Learning Management System (LMS) providers to design complete online training and performance reporting.

We look forward to presenting a more detailed explanation of our solutions and how they will benefit you, as well as answer any questions you may have.

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