



**know more. *SELL MORE.***

## Product Training Manuals

*MedCentric specializes in authoring and constructing cutting edge training manuals as part of our blended learning approach. Each manual is customized to meet the specific needs of your organization, while implementing a proven learning design for maximum impact.*

### Why Do I Need A Product Training Manual?

- ❑ Research has shown that sales representatives learn new material in various methods — some can learn from listening to a facilitated course, while others benefit from e-learning. Training manuals are part of a blended learning approach that assist those representatives whom are visual learners.
- ❑ Training manuals serve as a valuable tool that representatives can use as a reference after initial training. With the challenging content and fast-pace of medical sales, it is difficult for most representatives to retain 100% of what they learn. Training manuals are a valuable resource to help representatives develop their knowledge.

### What Is Included In A Product Training Manual?

- ❑ Each training manual is customized and tailored to meet the specific needs of your organization and products. Examples of items that are typically part of a Product Training Manual include:
  - ❑ Anatomy, Physiology & Disease State
  - ❑ Procedural Knowledge; Product IFU
  - ❑ Product Features, Benefits & Selling Strategies
  - ❑ Analysis of Competitive Products
  - ❑ Understanding / Selling With Clinical Studies

#### *Why Choose MedCentric?*

- ❑ Extensive experience in medical and pharmaceutical sales
- ❑ Customized sales training to meet your needs
- ❑ Professional and easy to work with
- ❑ High impact results

#### WHAT OUR CLIENTS ARE SAYING

“ I have hired MedCentric for several product launch materials, maintenance and competitive product training manuals, and National Sales Meeting presentations. Their work is professional and thorough and I highly recommend MedCentric for your medical device training services! ”

- M. J., Director of Marketing