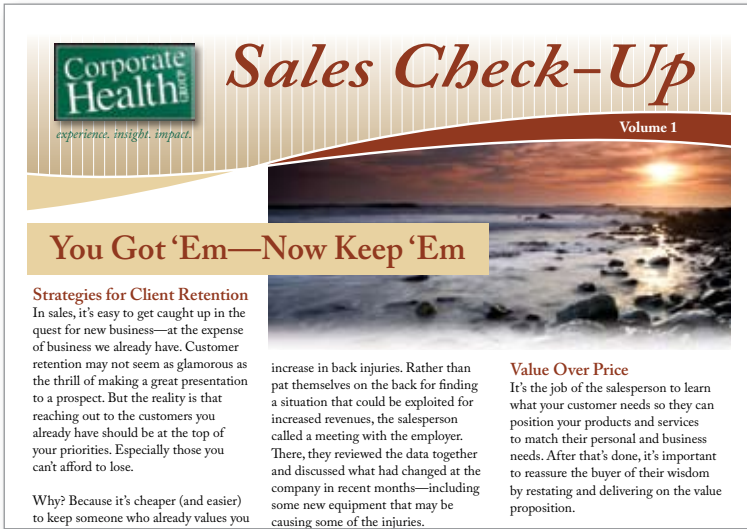




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# Sales Check-Up

A newsletter for salespeople and managers



- Increasing sales through effective listening
- Gatekeeper: friend or foe?
- Optimizing your sales database
- Creating a powerful sales plan
- Managing the customer's attitudes and objections
- Sales compensation tips
- Marketing on a limited budget
- Selling your value internally

We've lived in your shoes and know the challenges of health care sales programs today. That's why we're offering an e-newsletter loaded with hands-on sales how to's. CHG's *Sales Check-Up* features practical information, real-life scenarios and scripting to help you enhance your sales effectiveness.

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