

Partners in Benchmarking

Interested in learning how other healthcare organizations handle sales – and how those outside of healthcare manage their successful sales efforts?

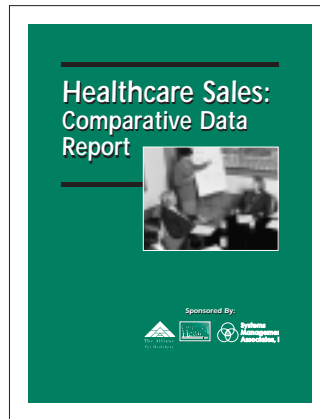
Benchmarking Survey

In December 1998, Corporate Health Group, The Alliance For Healthcare Strategy And Marketing and Systems Management Associates began the process of quantifying sales activities for healthcare providers and comparing results to other industries. Initial survey results are based on responses from healthcare providers throughout the United States.

Findings and Implications

Comparative data will assist in organizational assessments of sales strategies. Key findings include:

- Five key factors critical for the success of the sales function
- Percentage of respondents that track revenue by customer group
- Percentage of respondents that provide their sales staff healthcare specific sales training



- Percentage of respondents who have measurable accountabilities in place
- Percentage of respondents who use variable (incentive) pay as part of sales staff compensation

Findings of the study are presented in *Healthcare Sales: Comparative Data Report*. Within the report, each finding is enhanced with a discussion of implications for healthcare as well as benchmarked practices outside the healthcare industry.

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To order the *Healthcare Sales: Comparative Data Report* for \$79.00 each (includes shipping and

handling), complete the form below or call Corporate Health Group at (888) 334-2500 or The Alliance For Healthcare Strategy And Marketing at (312) 704-9700. The report is also available for purchase online at www.corporatehealthgroup.com or www.alliancehlth.org.



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