

Training Manual

Mastering Sales as a Keele Medical Employee

A Comprehensive Guide for New Salesmen

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1. Introduction to Medical Saliva Drug Testing Sales

Welcome to Keele Medical! This is an exciting time to be a part of the company, and we welcome you to the team. In this manual we will discuss how you can best get started on this incredible opportunity and journey. Here at Keele Medical we sell the best products for Drug Testing on the Market – most people just don't know it yet! It will be your job to help people learn about it, purchase it, and change the way the world does drug testing.

In this position, you will have many roles. Naturally you will have questions. Read this manual, as we hope it will give you some of the answers you seek! We have several amazing sales managers that are also more than happy to help you. Buckle up and get ready to go over some of the basics!

- **Best Tactics for Getting Started:**
 - Familiarize yourself with the company's mission and values to align your sales approach.
 - Speak with Colin, or another sales manager about receiving access to the Google Drive if you haven't already.
 - Study all of the EZ Saliva Products, and company website.
 - Set goals with your sales manager to let them know what you hope to achieve while working for Keele Medical.

2. Understanding the Product: Saliva Drug Testing Equipment

Before you can sell effectively, you must know all of the products inside and out. Our medical saliva drug testing equipment offers a non-invasive, rapid, and reliable way to detect drug use, making it valuable for employers, clinics, and law enforcement agencies. It has a unique buffer solution, which is a liquid that preserves the sample. Our buffer solution also causes the donor to salivate, giving our product a unique advantage over competitors. Understanding its other features, such as accuracy, where it's at on the progress of different legal approvals, and more, will allow you to confidently answer client questions.

Spend time learning how the equipment works, its scientific basis, and the specific benefits it provides over alternatives like urine or blood tests. This knowledge will form the foundation of your sales pitch and help you pitch the product as the new gold standard it is.

- **Best Tactics for Product Mastery:**

- Attend weekly training sessions and ask questions.
- Practice explaining the product to your sales manager.
- Keep updated on new developments by reading messages on slack.
- Get added to the group chat with those in your division.
- Sit down with your sales manager or another experienced sales rep to shadow them.

3. Learn Your Target Market

Not every organization needs saliva drug testing equipment, so pinpointing your ideal clients is critical. Your target market might include corporate HR departments, rehabilitation centers, schools, or police departments. Each group has the need in some form or another for our products.

Typically, with Keele Medical, we target workplace organizations (companies that drug test their employees), Law Enforcement (For DUI's and roadside drug testing), and we are just getting into the clinical space (hospitals, doctor's offices, etc.). We are working on some remaining certifications to be able to sell to clinical right now, such as FDA approval on a few more products.

Researching these markets will help you tailor your approach. Depending on which one you choose to target, (you can do any or all of them) will dictate how much commission you will receive, as these rates vary.

Best Tactics:

- Ask your sales manager how to find companies that need our product.
- Do role plays to practice your approach to different markets.
- Network with people or industries you know.

4. Building Trust and Credibility with Clients

In the medical field, trust is non-negotiable. Clients need to feel confident that you're not just selling a product, but providing a reliable solution. Establishing credibility involves demonstrating expertise, transparency, and a genuine interest in their success.

Make sure to confidently share important details about the product, without being too pushy. Nobody likes a pushy salesman that cold calls them. A good hook that shows you know your stuff, and also highlights the importance of the product is key.

- **Best Tactics for Building Trust:**

- Share testimonials from happy clients.
- Be honest about what the product can and cannot do.
- Follow through on promises, no matter how small, to prove reliability.
- Be reachable, respond promptly to questions.
- Email them updates, and overviews from your meetings.
- Send them what they need for marketing, we have lots of material.

5. Effective Communication Skills for Sales

Sales is all about communication. Whether you're on the phone, in a meeting, or sending an email, how you convey your message determines your success. For Keele Medical drug testing equipment, you'll need to balance persuasiveness and accuracy. We want to be honest and trustworthy with every client.

Be a good listener, and use wording that the client will understand. If they are a big decision maker that doesn't have the technical terms down, make it understandable. If they are a big doctor who knows more than you could ever hope to know, do your best. **Don't answer questions you don't know the answer to.** We can run into big legal problems in the medical field if we make promises about products that are untrue. Never be afraid to get back to them or refer them to your sales manager.

- **Best Tactics for Communication:**
 - Ask open-ended questions to encourage clients to share their needs.
 - Use analogies to simplify concepts.
 - Summarize key points at the end of conversations to ensure understanding.
 - Be honest and up front.

6. Overcoming Objections and Handling Resistance

Objections are inevitable. Clients might say the equipment is too expensive, question its accuracy, or prefer a competitor's product. Rather than arguing, see objections as opportunities to **educate and reassure**. Use evidence as you respond and stay calm. Never attack the client even if they seem to be attacking you. End a conversation that is too heated.

If cost is an issue, highlight the long-term savings of saliva testing over other methods. If they doubt reliability, offer data or a demonstration. These things will help those that are skeptical to become clients. Make sure to not be overly pushy, but don't just roll over at the first hint of a no from a potential client.

- **Best Tactics for Handling Objections:**
 - Anticipate common objections and rehearse responses ahead of time.
 - Use the “feel, felt, found” method: “I understand how you feel, others felt the same, but they found...”
 - Offer a trial or send them a sample product.
 - Share testimonials of similar companies with them.
 - Ask them for a 15 minute meeting with your sales manager or with Nate even if you think they have potential. Sometimes their knowledge and expertise will outweigh what you can do alone.

7. Craft a Winning Sales Pitch

Your pitch is the first impression that will make or break how the rest of your interactions will go. It should be concise, compelling, and tailored to the client's needs. Start with a hook—could be a statistic, or it could be a fact about our product that others don't have. Explain how our saliva testing equipment solves their specific problem. Wrap it up by inviting them to learn more by meeting with Colin or another sales manager.

Practice your pitch until it feels natural, and adjust it as needed. A great pitch doesn't just come overnight, it takes a lot of practice and repetition. It also depends on who you are talking to. Over time as you keep trying your best it will become more and more natural. It will be easy to read the client, and know exactly what you can say to be convincing.

- **Best Tactics for Pitching:**
 - Focus on the highlights of our product.
 - Keep it quick, respect their time.
 - Use visuals if possible, and if not, hit them with the most killer facts. (Our buffer solution!!)

8. Closing the Sale: Strategies for Success

Typically closing the sale is done by your sales manager until you feel comfortable in doing so yourself, so there's not a lot of pressure at the start! Basically, all you need to do as a new hire is ask potential clients for a meeting to learn about our product, and the sales manager will take it from there. As you learn and progress in the company, you are totally free and encouraged to learn to do so on your own!

Closing the sale is how you get paid. Don't close the sale? You don't get paid. You want them to buy the product! Learning to look for the proper signs that they are getting close to wanting to buy is key. Pay attention to how interested they look in buying the product. Pay attention to if they are asking about the cost, and if they seem interested after that. The most important thing for you to do is to help them see how they can't logically move forward in their company without it!

- **Best Tactics for Closing:**
 - Use assumptive closes: "When would you like delivery to start?"
 - Address final concerns with a clear, concise answer.
 - Create urgency with limited-time offers, if approved by management.

9. Post-Sale Follow-Up and Relationship Management

The sale isn't the end! You want them to keep buying product. That is so important, and so amazing for you as a salesperson. Once you get a client, they can be yours forever! You just need to put in the effort to maintain that relationship so they will keep coming back. Some ideas of how you could do this include: Putting reminders in your phone for follow ups, keeping track of how much inventory you sent them and gauging when they will run out, sending texts/emails asking how things are going, and if there is anything we can do to improve their experience.

Ultimately, you are the one who needs to be creative here. You need to learn how your client ticks and take that into account as you approach follow up orders. Don't be overly pushy, but reach out enough to be helpful, and make them happy with your customer service.

- **Best Tactics for Follow-Up:**
 - Send a thank-you note within 24 hours of the sale.
 - Schedule a check-in call one month later to see how things are going.
 - Ask for feedback from them to show you want to improve.
 - Offer assistance if they ever need it.

10. Staying Informed about the Industry

The medical testing market is dynamic, with new competitors and technologies emerging regularly. To stay ahead, keep an eye on industry trends, such as shifts in drug testing regulations or advancements in saliva testing accuracy. Use this knowledge to refine your sales strategy and keep up against rival companies. Most of the time, you will hear about these changes in our meetings, but it's also good to spend a little time learning about new products that emerge.

Another way you can stay informed is just by naturally talking to your clients. A lot of the time you'll hear information about the industry from them if you are doing well at maintaining that relationship.

- **Best Tactics:**
 - Follow different competing companies on social media to see what they come out with.
 - Highlight unique selling points to your clients.
 - Keep familiar with needs of your clients.
 - Don't be shy about sharing the developments within OUR company with pride.

11. Time Management and Productivity for Sales Professionals

Sales is a demanding job, and poor time management can derail your success. Prioritize high-value tasks, like following up with good leads over busywork. Use a calendar to block time for specific tasks you want to accomplish and stick to it. Being productive means not wasting time when you should be doing your work. It's easy to get distracted in a job like this, especially if you are in a room or office just by yourself. Turn on do not disturb on your phone and try and help yourself focus on the task at hand. It helps to spend a little time, take a break, and then get back to it.

Productivity also means knowing when to walk away from a dead-end lead. Focus your energy where it counts, and don't waste time on people who won't buy the product.

- **Best Tactics for Time Management:**

- Record your schedule in a place you can easily find it.
- Set alerts and reminders so you know when you need to switch tasks.
- Schedule important meetings and don't forget to attend them.
- Put similar tasks all together in one timeframe to help you stay focused.
- Review your schedule to adjust priorities as needed.

12. Using Technology and Data to Boost Sales

Technology is your ally. CRM software can track leads, automate follow-ups, and analyze your performance. Keele Medical has invested in Close, and pays for it for all the sales reps. It is an invaluable tool that helps you manage your leads, and keep track of who you need to follow up with. Use it religiously as this is how you claim and call your leads. It will also help you know if a lead has already been contacted by another rep.

There is a Close CRM training in the Google Drive folder that must be completed before they will grant you access to your own account. Put in the time and effort to get to that point as soon as you can.

Another tool that is nice to use but not required is LinkedIn. Many sales reps have landed some great sales by connecting with people through that platform. Be creative and use all the tools you can to get more sales.

- **Best Tactics for Tech Use:**
 - Log every client interaction in your CRM for a clear history.
 - Use analytics to identify your most successful pitch angles.
 - Share product updates on LinkedIn to attract attention.

13. Ethical Selling Practices in the Medical Field

Selling medical equipment comes with a responsibility to uphold ethical standards. Never exaggerate our product's capabilities or pressure clients into unnecessary purchases. Honesty about costs, limitations, and compliance with the law ensures you maintain integrity and avoid legal risks.

Being honest is always the best route. Lying will not only damage your reputation, but the reputation of the whole company. It will never pay off to lie, so don't ever do it.

There are a series of trainings that Mike Isom holds that will help you to become familiar with the guidelines of selling in the clinical space. There is also a test that you must pass before you will be approved to sell to them. It's vital that we're cautious in this area because of potential legal issues.

- **Best Tactics for Ethics:**
 - Disclose all terms and conditions upfront.
 - Don't exaggerate what our product can do.
 - Stay informed on HIPAA and other regulations affecting drug testing.
 - Don't belittle other products to make ours look better but do tell what ours can do that others cannot.
 - Never bribe.

14. Conclusion: Putting It All Together

Mastering sales in the medical saliva drug testing industry is a process. Treat this little manual as a guide to help you accomplish your goals of making sales. It does not contain everything you will need, but it does answer some of the basic questions you will have as you get started.

Be sure to stay in close contact with your manager, as they are there to help you. In this company we are here to help one another, not compete! Sales is a competitive field by nature, but here at Keele Medical, we have the motto: “The rising tide lifts all boats.” As the company grows, we want every single member of the team to grow with it. That is the culture of Keele Medical.

Good luck on your sales journey!