





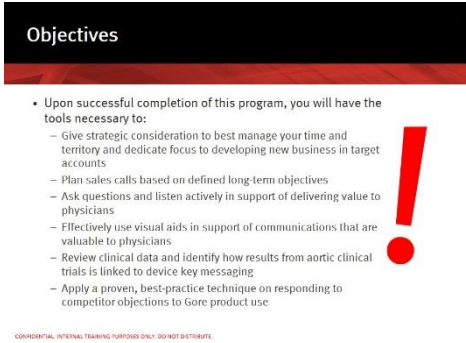
Value Selling

Facilitator guide – Day one

Day one: Agenda at-a-glance



Timing	Session title
8:30 am	Welcome
9:10 am	Introduction to value selling and high-performing FSAs
10:00 am	<i>Break</i>
10:15 am	Introduction to value selling and high-performing FSAs (<i>continued</i>)
11:00 am	Introduction to strategic territory planning
11:30 am	<i>Lunch</i>
12:30 pm	Territory decision making
2:00 pm	Customer drivers
2:25 pm	<i>Break</i>
2:40 pm	Call planning
4:10 pm	Daily wrap-up

Value Selling


Welcome			8:30 am
Timing	Title	Description	Slide
5 minutes	Welcome	<ul style="list-style-type: none"> Welcome everyone to the class Explain that we have an intensive three-day program planned with a number of activities all designed to provide opportunities to be more successful 	 <p>Value Selling [insert date]</p> 
(continued)	Objectives	<ul style="list-style-type: none"> Review the objectives slide (animated) Ask if they have any questions about the objectives 	 <p>Objectives</p> <ul style="list-style-type: none"> Upon successful completion of this program, you will have the tools necessary to: <ul style="list-style-type: none"> Give strategic consideration to best manage your time and territory and dedicate focus to developing new business in target accounts Plan sales calls based on defined long-term objectives Ask questions and listen actively in support of delivering value to physicians Effectively use visual aids in support of communications that are valuable to physicians Review clinical data and identify how results from aortic clinical trials is linked to device key messaging Apply a proven, best-practice technique on responding to competitor objections to Gore product use <p><small>CONFIDENTIAL: INTERNAL TRAINING PURPOSES ONLY. DO NOT DISTRIBUTE.</small></p>

Welcome (continued)			8:35 am																																																																		
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5 minutes	Agenda	<ul style="list-style-type: none">Review the agenda for the full three-day program (three slides)	<div><div>Agenda – Day one</div><table><tr><th>TIMING</th><th>SESSION TITLE</th></tr><tr><td>8:30 am</td><td>Welcome</td></tr><tr><td>9:10 am</td><td>Introduction to Value Selling and high-performing field sales associates (FSAs)</td></tr><tr><td>10:00 am</td><td>Break</td></tr><tr><td>10:15 am</td><td>Introduction to Value Selling and high-performing FSAs (continued)</td></tr><tr><td>11:00 am</td><td>Strategic territory planning</td></tr><tr><td>11:30 am</td><td>Lunch</td></tr><tr><td>12:30 pm</td><td>Territory decision making</td></tr><tr><td>2:00 pm</td><td>Customer drivers</td></tr><tr><td>2:25 pm</td><td>Break</td></tr><tr><td>2:40 pm</td><td>Call planning</td></tr><tr><td>4:10 pm</td><td>Daily wrap up</td></tr></table><p>CONFIDENTIAL, INTERNAL, TRAINING PURPOSES ONLY. DO NOT DISTRIBUTE.</p></div> <div><div>Agenda – Day two</div><table><tr><th>TIMING</th><th>SESSION TITLE</th></tr><tr><td>8:30 am</td><td>Welcome and warm-up</td></tr><tr><td>8:45 am</td><td>Questioning and listening</td></tr><tr><td>9:40 am</td><td>Break</td></tr><tr><td>9:55 am</td><td>Questioning and listening (continued)</td></tr><tr><td>11:30 am</td><td>Introduction to delivering value</td></tr><tr><td>12:30 pm</td><td>Lunch</td></tr><tr><td>1:30 pm</td><td>Using visual aids and clinical data</td></tr><tr><td>2:45 pm</td><td>Break</td></tr><tr><td>3:00 pm</td><td>Using visual aids and clinical data (continued)</td></tr><tr><td>4:25 pm</td><td>Daily wrap-up</td></tr></table><p>CONFIDENTIAL, INTERNAL, TRAINING PURPOSES ONLY. DO NOT DISTRIBUTE.</p></div> <div><div>Agenda – Day three</div><table><tr><th>TIMING</th><th>SESSION TITLE</th></tr><tr><td>8:30 am</td><td>Welcome and warm up</td></tr><tr><td>8:55 am</td><td>Introduction to competitor knowledge</td></tr><tr><td>9:25 am</td><td>Competitive objection handling</td></tr><tr><td>10:00 am</td><td>Break</td></tr><tr><td>10:15 am</td><td>Competitive objection handling (continued)</td></tr><tr><td>11:30 am</td><td>Lunch</td></tr><tr><td>12:30 pm</td><td>Introduction to partner for clinical outcomes</td></tr><tr><td>12:45 pm</td><td>Action plan presentations and final roleplay</td></tr><tr><td>3:15 pm</td><td>Program wrap up and next steps</td></tr></table><p>CONFIDENTIAL, INTERNAL, TRAINING PURPOSES ONLY. DO NOT DISTRIBUTE.</p></div>	TIMING	SESSION TITLE	8:30 am	Welcome	9:10 am	Introduction to Value Selling and high-performing field sales associates (FSAs)	10:00 am	Break	10:15 am	Introduction to Value Selling and high-performing FSAs (continued)	11:00 am	Strategic territory planning	11:30 am	Lunch	12:30 pm	Territory decision making	2:00 pm	Customer drivers	2:25 pm	Break	2:40 pm	Call planning	4:10 pm	Daily wrap up	TIMING	SESSION TITLE	8:30 am	Welcome and warm-up	8:45 am	Questioning and listening	9:40 am	Break	9:55 am	Questioning and listening (continued)	11:30 am	Introduction to delivering value	12:30 pm	Lunch	1:30 pm	Using visual aids and clinical data	2:45 pm	Break	3:00 pm	Using visual aids and clinical data (continued)	4:25 pm	Daily wrap-up	TIMING	SESSION TITLE	8:30 am	Welcome and warm up	8:55 am	Introduction to competitor knowledge	9:25 am	Competitive objection handling	10:00 am	Break	10:15 am	Competitive objection handling (continued)	11:30 am	Lunch	12:30 pm	Introduction to partner for clinical outcomes	12:45 pm	Action plan presentations and final roleplay	3:15 pm	Program wrap up and next steps
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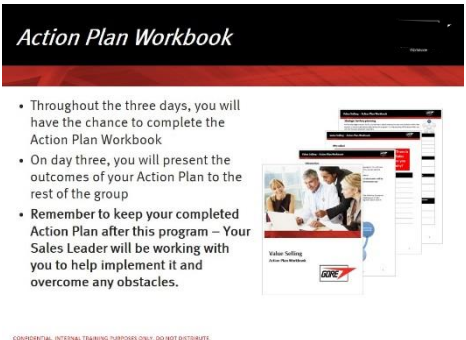
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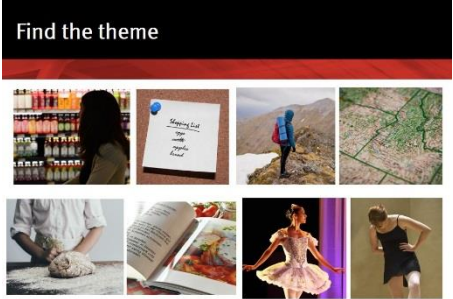
Welcome (<i>continued</i>)			8:40 am
Timing	Title	Description	Slide
5 minutes	Value Selling skills assessment	<ul style="list-style-type: none"> Collect all the completed skills assessments (assigned as pre-work) Make sure you find time to review them on your own at some point throughout the program and identify where you agree / disagree with the Associate's rankings 	<div> <div>Value Selling skills assessment</div> <ul style="list-style-type: none"> Hand-in your completed skills assessment that was assigned as pre-work If you did not complete it, please make sure to complete and submit by the end of the day  </div> <p><small>CONFIDENTIAL - INTERNAL TRAINING PURPOSES ONLY - DO NOT DISTRIBUTE</small></p>
(<i>continued</i>)	Housekeeping	<ul style="list-style-type: none"> Review the housekeeping slide Be sure to reinforce the importance of limiting cell phone use 	<div> <div>Housekeeping</div> <ul style="list-style-type: none"> Meal location Restroom location Limit cell phone use to times when not in session  </div> <p><small>CONFIDENTIAL - INTERNAL TRAINING PURPOSES ONLY - DO NOT DISTRIBUTE</small></p>

Value Selling

Welcome (<i>continued</i>)			8:45 am
Timing	Title	Description	Slide
	<i>Note to facilitator!</i>	<ul style="list-style-type: none"> For the next slide, as you review the “team approach”, be sure to take the opportunity to encourage group engagement by making it personal Go around the room and highlight how every person in the room has great experience and best practices that we want to make sure we are uncovering in the class Call on each specific individual and highlight their own unique experiences / expertise 	
(<i>continued</i>)	The team approach	<ul style="list-style-type: none"> Animated slide Review the slide Reinforce that we are a team and that we will be supportive and encourage each other Remind participants that there are no “dumb” questions – This should be a safe environment where everyone can speak freely 	<div> <div>The team approach</div> <div> <ul style="list-style-type: none"> Remember – we are all on the same team and here to learn how to be more successful at what we do Everyone should feel comfortable to ask any questions Share your own experiences and best practices Be supportive of each other Learn as much as you can while you are here </div> <div>  </div> <div>CONFIDENTIAL - INTERNAL TRAINING PURPOSES ONLY - DO NOT DISTRIBUTE</div> </div>
	<i>Note to facilitator!</i>	<ul style="list-style-type: none"> Feel free to customize the next slide to a recognized public figure appropriate for your region 	

Value Selling

Welcome (<i>continued</i>)			8:45 am
Timing	Title	Description	Slide
5 minutes	Even the best keep learning	<ul style="list-style-type: none"> Review the slide and highlight, no matter how good we become, we can always keep growing and learning Recognize that many participants have been in this commitment and have been successful for many years Give an example of a celebrity athlete and how despite how skilled and talented he / she is, they still need a coach to keep learning and getting better 	 <p>Even the best keep learning</p> <p>CONFIDENTIAL. INTERNAL TRAINING PURPOSES ONLY. DO NOT DISTRIBUTE.</p>
(<i>continued</i>)	Action Plan workbook	<ul style="list-style-type: none"> Review the slide Distribute copies of the Action Plan Explain that throughout the program, they will have the opportunity to complete their full plan Explain that it is important that they keep their completed Action Plans after this program as you will be following up with them and working to help them implement it and overcome any obstacles. 	 <p>Action Plan Workbook</p> <ul style="list-style-type: none"> Throughout the three days, you will have the chance to complete the Action Plan Workbook On day three, you will present the outcomes of your Action Plan to the rest of the group Remember to keep your completed Action Plan after this program – Your Sales Leader will be working with you to help implement it and overcome any obstacles. <p>CONFIDENTIAL. INTERNAL TRAINING PURPOSES ONLY. DO NOT DISTRIBUTE.</p>
	Bridge	<i>I'd like to move on now and introduce you to some of the background research that went into developing this program.</i>	

The importance of call planning <i>(continued)</i>			2:40 pm
Timing	Title	Description	Slide
<i>(continued)</i>	The importance of call planning <i>(continued)</i>	<p>Can anyone tell me what the common theme is among these images?</p> <ul style="list-style-type: none"> As you review the slide, explain what each image is: <ul style="list-style-type: none"> A shopper and a grocery list A hiker and a map A chef and a cookbook A dancer and her practice Look for responses such as: <ul style="list-style-type: none"> All of these individuals, across professions, need to effectively plan / prepare in order to be successful Can you imagine how successful any one of these people would be if they did not plan or prepare? Emphasize that this is equally, if not more, important to the aortic FSA / physician interaction 	 <p>Find the theme</p> <p>CONFIDENTIAL - INTERNAL TRAINING PURPOSES ONLY. DO NOT CIRCULATE.</p>