

## Continuing Education and Coaching for Outreach Professionals

### Bridge the Liaison Learning Gap

As professionals who have been 100% dedicated to physician-hospital relations for more than 15 years, we witness critical gaps in healthcare organizations when it comes to the consultative sales skills required to stop leakage, grow referrals and build strong lasting relationships with physicians.

According to our Value and Compensation Survey, physician liaisons and professional outreach managers understand that their role is “consultative sales” yet the majority also identify “lack of direction” as one of the top obstacles they face in doing their job. Liaisons can take the initiative to overcome this barrier with the tools, techniques and training developed by liaisons, for liaisons.

Conferences can be valuable for networking and sharing best practices. They are not designed for properly sequenced, interactive training that results in new and enhanced skills specifically required for reaching goals – and delivering the value needed for you or your outreach team.

### A Better Continuing Education Value

From personalized Intentional Value coaching to Make It Matter interactive learning experiences for entire sales teams coast-to-coast, we provide a flexible range of training and development resources that will improve your consultative sales performance. Whether you need to strategically reposition your program or sharpen your tactical sales effort, we provide you with the experience and expertise that will:

- Make YOU Matter to the referral sources you depend on for growth
- Increase YOUR value to your leadership team, organization and community

### Formats that Work for Any Budget

#### Virtual One-on-One Coaching

Advice, coaching and professional development to:

- Strategize about your current role, compensation, or next career move
- Set your goals with an accountability partner connected to your WHY

#### Team Training On-Site

A dynamic and highly interactive learning experience, laser-focused on building long-term relationships and results:

- Six modules sequenced in a live classroom training event
- Customized for YOUR organization

#### Virtual Team Training

Our signature “Make It Matter” consultative sales training program:

- One module customized for your team
- Delivered via interactive webinar, including video, polling and more

#### Public Workshops

Coming to a city near you, this format ensures that:

- Individuals or smaller teams engage in a dynamic, interactive learning experience
- Learning happens with exercises, tools and techniques participants will employ immediately

#### HOW WE MAKE A DIFFERENCE IN YOUR PROFESSIONAL JOURNEY

The program provides a solid foundation of structure and accountability, the framework for outside-the-box thinking and the encouragement to go beyond your comfort zone.

“By staying in touch to check on me and my progress, they offer continued learning opportunities, keeping us educated on the landscape with regulatory changes, connected with other liaisons and updated on the best sales strategies.

Through this program we have developed the ability to have educated and informative conversations with our physicians and deliver constant value.

I’m proud to be a part of the program that elevates our profession.

At times, I ask myself: ‘What Would Tammy Tiller-Hewitt Do?’ That says a lot for the lasting value of the program.”

Tammy Windsor  
“Tiller-Hewitt Trained” Liaison  
Marketing & Business Development  
Director  
South Texas Orthopedic Specialty Group  
Formerly, Regional Growth Officer  
Baptist Health System

#### Personal Wellness

Growing professionally and delivering value depends on mind/body balance and healthy habits:

- Time pressures and stress involved in field outreach require personal wellness to be a priority for liaisons
- Incorporate our certified fitness instructor to enable your team to learn effectively and be at their best in all situations

For more information, please visit us online, call or email [info@tillerhewitt.com](mailto:info@tillerhewitt.com).