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Moving Up to Medical Sales: From Buyer to Seller (Paperback)

By Michael A Carroll

Reedy Press, United States, 2008. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****. Medical sales is a highly specialized field that requires not only sales finesse but also a clear understanding of the vast health care industry. Michael Carroll combines these two necessities in Moving Up to Medical Sales, a handbook on how to sell to hospitals, nursing homes, and home care agencies. Carroll, a veteran of medical sales for more than twenty years, shares his intimate knowledge of the health care industry with readers in an easy-to-follow style. Learn the purchasing and distribution processes as well as who holds sway in hospitals, home care agencies, and nursing homes. Also find detailed explanations of reimbursement, group purchasing organizations, and sales strategies for the health care market. For the reader moving from a job outside of health care to health care sales, or for a health care clinician transitioning to his or her first medical sales position, this book covers the basics from A to Z. Most important, it teaches how to sell efficiently, ethically, and for the long term. What professionals are saying about Moving Up to Medical Sales Michael...



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