

ALIGNING

MARKETING & BUSINESS DEVELOPMENT

DOUBLING YOUR OUTREACH **SUCCESS**



Agenda

- Introductions
- The 4-Leaf Clover
- Use Cases
- Q&A




-  Defining the Roles and Reporting Structure
-  Aligning Strategies and Engaging Leadership
-  Messaging and Allocation of Resources
-  Creating Accountability

4 LEAF CLOVER



Speakers



Karianne Craig
System Manager of Sales
Presence Health



Molly Gaus
Regional Marketing Director
Presence Life Connections



Krystal Guerra
VP, Marketing
Marketware



Outcome Based Technology

Designed to help you grow, retain & discover market share across service lines



Physician Relationship Management



Business Intelligence



Patient Marketing

THE GROWTH SUITE



Defining Roles and Reporting Structure

Where do I stand?

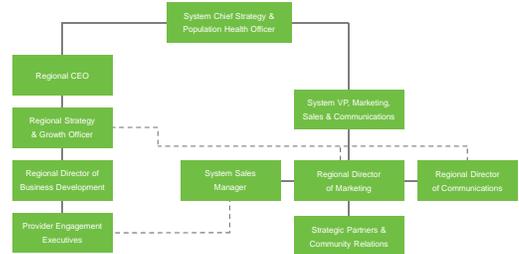



“The difference between sales and marketing is that marketing owns the message and sales owns the relationship.”

- John Janstch, Author, Duct Tape



Marketing & Sales Organizational Structure



Aligning Strategies and Engaging Leadership

Is there anyone out there?



“Most people don’t listen with the intent to understand, they listen with the intent to reply.”

- Stephen R. Covey



Messaging and Allocation of Resources

Do you know what’s available?



Strategic Collateral vs Trunk Fillers



Marketing & Sales Organizational Structure

Presence Health

Creating Accountability

How do we stay on track?

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Avoiding the Blame Game

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“Each physician relations representative’s outcomes are reviewed and reported to the CEO and senior management on a quarterly basis. The ability of the individuals team members to interact direction with senior management across the organization has resulted in a feeling of mutual accountability by both executives and reps.”

- Mark Lowman, VP of Strategic Development; Baptist Health

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Questions?

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Thanks for attending. Visit marketware.com to learn more.