

**Refine Your Skills: Sales Training and Leader Intensive. Reserve your spot!**

Organizations are ready for growth. The team at Barlow/McCarthy is offering **two training intensives**.

Session One focuses on sales training while Session Two is a **NEW** training session for leaders.

**Training location:** Amelia Island, Florida



**Field Staff**

**May 2, 2024 | 9 am – 3:30 pm**

*Lunch provided*

**For field staff...a one-day intensive sales training covering the full selling cycle**

- Post-pandemic field strategies
- Improving your face-to-face interactions
- Managing gatekeepers
- Asking better questions
- Staging the visit
- Asking for commitment

**Who should attend?**

- Teams of 1-2 members
- A new physician liaison
- Liaisons that desire a refresher

FIELD SALES FULL DAY TRAINING ONLY:

  
**\$1,750**  
PER PERSON

  
**\$3,000**  
TWO FROM SAME ORGANIZATION

**Attend Both Days!**

  
**\$3,000**  
PER PERSON

FIELD MANAGER HALF DAY INTENSIVE ONLY:

  
**\$1,500**  
PER PERSON

  
**\$2,500**  
TWO FROM SAME ORGANIZATION



**Physician Relations Leaders**

**May 3, 2024 | 9 am – 2 pm**

*Lunch provided*

**New for Fall 2023! Getting Results: Team Performance and Sales Planning for Leaders**

- Setting goals and expectations
- Evaluating your field talent development needs
- Maximizing field efforts while motivating the team
- Prioritizing your targets and the approach
- Packaging your messages to sell against the competition
- Quantifying impact to exceed internal expectations

**Who should attend?**

- New or existing field managers
- Program leaders or leaders who have inherited field teams and want to learn the nuances of leadership for field staff

Space is limited. Attendees are responsible for travel arrangements and accommodations.



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