

SELLING HEALTHCARE TO WIN!



Host
Rick Lambert
selltowin[®]



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Partner Exclusive



We build your brand and help you sell it.

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Start Selling More to Healthcare

Rick Lambert's
30 DAY
LinkedIn
BOOTCAMP

MORE LEADS | MORE DEALS | MORE MONEY



selltowin | ecademy.

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Partner Promo

50% OFF

Regular \$250
Now Only \$125

www.selltowin.com/XeroxPartnerPromo



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I'm one of you.



 University of
New Hampshire



xeroxTM

- 1989 Rookie of the Year
- President's Clubs

SHARP

- #1 Dealer in Canada
(\$10M)

IKON
Office Solutions

- VP of Sales
(\$30M)

selltowin[®]

- Sales Coaching
(25 Years)

IN2
COMMUNICATIONS

- Digital Marketing
(16 Years)



IN

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Dealer Engines of Growth

Turnkey Business Accelerators



CUSTOM WEBSITES
Your 24x7 Sales Rep!



SALES TRAINING
MSP Specific
Onboarding Courses



LEAD GENERATION
Attract & Convert
More Prospects!



CROSS SELLING
GROW YOUR MRR!



DIGITAL MARKETING
Boost Awareness for
Services!



SALES TOOLS
QBRs, Proposals,
Brochures, Presentations
& More!



AI & AUTOMATION
Replace Manual Sales
Tasks at Scale!



**SALES
AUTOMATION**
AI Enablement



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SELLING HEALTHCARE TO WIN!



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1. Who is **HEALTHCARE**?
2. Healthcare **PAIN POINTS**
3. **PROSPECTING** Strategies
4. Xerox **OPPORTUNITIES**
5. Key Takeaways to **WIN!**



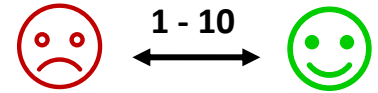
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Sales Readiness Assessment

1. I have Healthcare REFERENCES to Show Healthcare Prospects.
2. I know when all the RFPs are coming out at the local hospitals.
3. I follow local Healthcare Organizations on LinkedIn.
4. I am connected to all my Healthcare customers on LinkedIn.
5. I always ask for 5 STAR Google Reviews from Healthcare customers.
6. I can list 10 healthcare pain points.
7. I have visited my competitor's website in last 90 days. (Healthcare)
8. I have spent 60 minutes studying Healthcare on the internet.
9. My prospecting skills in Healthcare are perfect.
10. I am great at linking Healthcare Pain Points to Xerox Solutions.

Please Rate Yourself!



TOTAL / 100

Below 50 = YIKES!

51 – 70 = MIDDLE OF THE PACK!

71 – 100 = WOW!



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Breach After Breach...

Hack of PJ&A tops 2023 US healthcare data breaches as tally jumps by 4M

Simon Hendery · January 31, 2024



Healthcare IT News

Global Edition Privacy & Security

Cyberattack fallout: Ascension and DocGo troubles ricochet

Also: CommonSpirit reports increased earnings in the year after a major ransomware disruption and widespread data breach.

By Andrea Fox | May 17, 2024 | 11:17 AM



Photo: francescoridolfi.com/Getty Images

How U.S. health care providers deal with hundreds of data breaches every year

Cyberattacks on health care providers in the U.S. have gone up steadily over the last decade, exposing the personal health data of millions of patients.



By Alan Yu · February 5, 2024

Listen 8:44



HEALTH

Data Breach

Add Topic +

Health care data breaches hit 1 in 3 Americans last year: Is your data vulnerable?



Ken Alltucker
USA TODAY

Published 1:39 p.m. ET Feb. 18, 2024 | Updated 2:00 p.m. ET Feb. 19, 2024



Patie
HCA
than
Bloomberg

Live TV Markets Economics Industries Tech Politics Businessweek Opinion More

Business
Prognosis

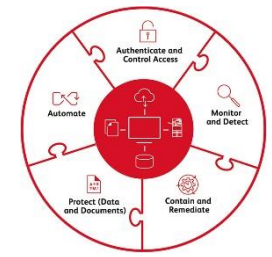
Hack That Paralyzed US Health Care Turns Up Scrutiny on Insurer

Lawmakers are set to question UnitedHealth's CEO on the conglomerate's size following what is likely the US's largest-ever health-care data breach



UnitedHealth Group Chief Executive Andrew Witt is expected to testify to House and Senate committees about the Change Healthcare cyberattack. Photographer: Jason Alden/Bloomberg

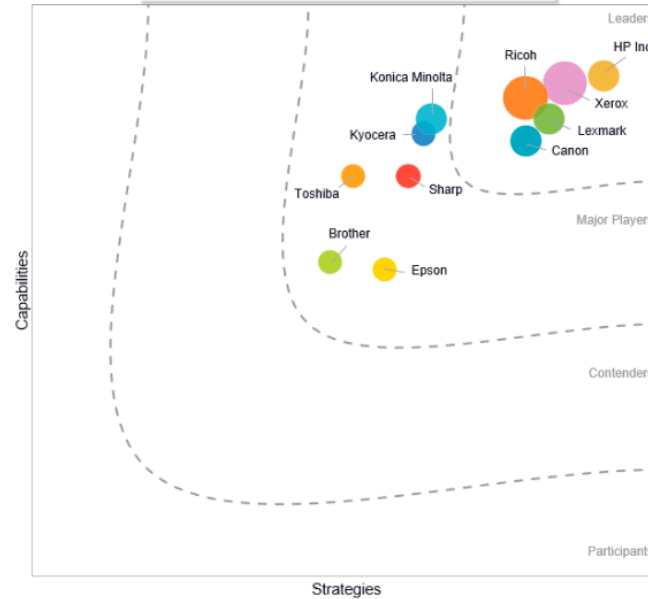
xerox Undisputed Leader in Print Security



Quocirca Global Print Security Landscape, 2023



IDC MarketScape Worldwide Security Solutions and Services Hardcopy, 2022-2023



Source: IDC, 2023



QUOCIRCA



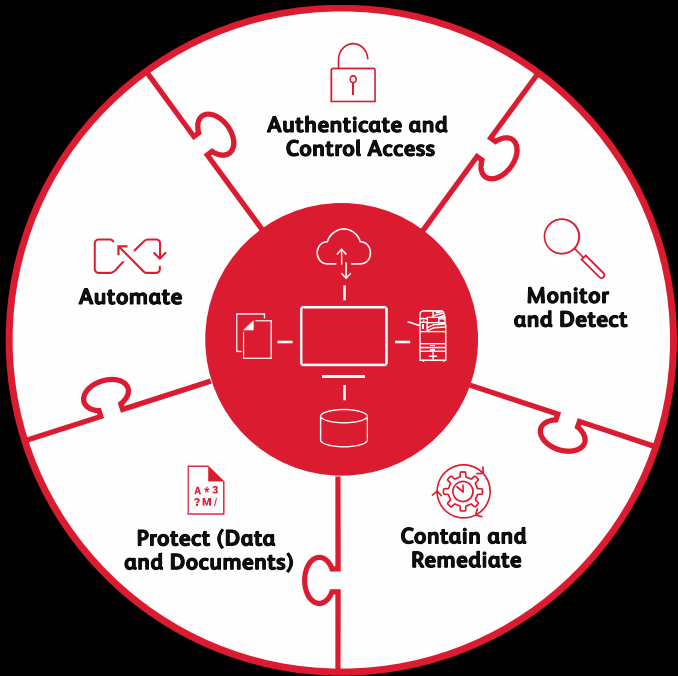
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Zero Trust

Monitor Everything | Trust Nothing



Xerox Supports Zero Trust.

Best Practices to Implement Zero Trust



Authenticate and Control Access

- Verify all access to devices and network



Monitor and Detect

- Continuously scan for security threats



Contain and Remediate

- Limit and eliminate potential compromises



Protect (data and documents)

- Encrypt and password protect files; remove data no longer required with NIST approved algorithms



Automate

- Enforce compliance through automation of security policies



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TOP 6 Paper Intensive Industries (Pages / Day)

1. Education

- 784 million pages

2. Healthcare

- 271.95 million

3. Retail

- 111.7 million

4. Finance

- 79.8 million

5. Manufacturing

- 79.4 Million

6. Law

- 48.19 Million



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Credibility Counts



Xerox Corporation
BLI 2024 Smart Workplace Solutions
Line of the Year Award



Xerox Corporation
BLI 2023-2024 Pacesetter Award in Healthcare

Market Vision and Demonstrated Leadership in
Digital Transformation (DX) for Healthcare Industry.

The results of our study proved that Xerox has the products and programs to serve the needs of healthcare customers in areas from document imaging and intelligent workflow to DX and health records automation.”



Jamie Bsales
Principal Analyst / Office Group



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16 Types of Healthcare Organizations

Hospitals Plus...

1. Ambulatory Care Centers
2. Long-term Care Facilities
3. Home Healthcare Organizations
4. Mental Health Organizations
6. Public Health Organizations
7. Health Maintenance Organizations (HMOs) & Preferred Provider Organizations (PPOs)
8. Pharmaceutical and Biotechnology Companies
9. Medical Device and Equipment Manufacturers
10. Health Insurance Companies
11. Academic and Research Institutions
12. Professional Associations and Advocacy Groups
13. Laboratories
14. Retail Health Clinics and Pharmacies
15. Health Information Technology Companies
16. Wellness and Preventative Care Organizations



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2024 HEALTHCARE PAIN POINTS

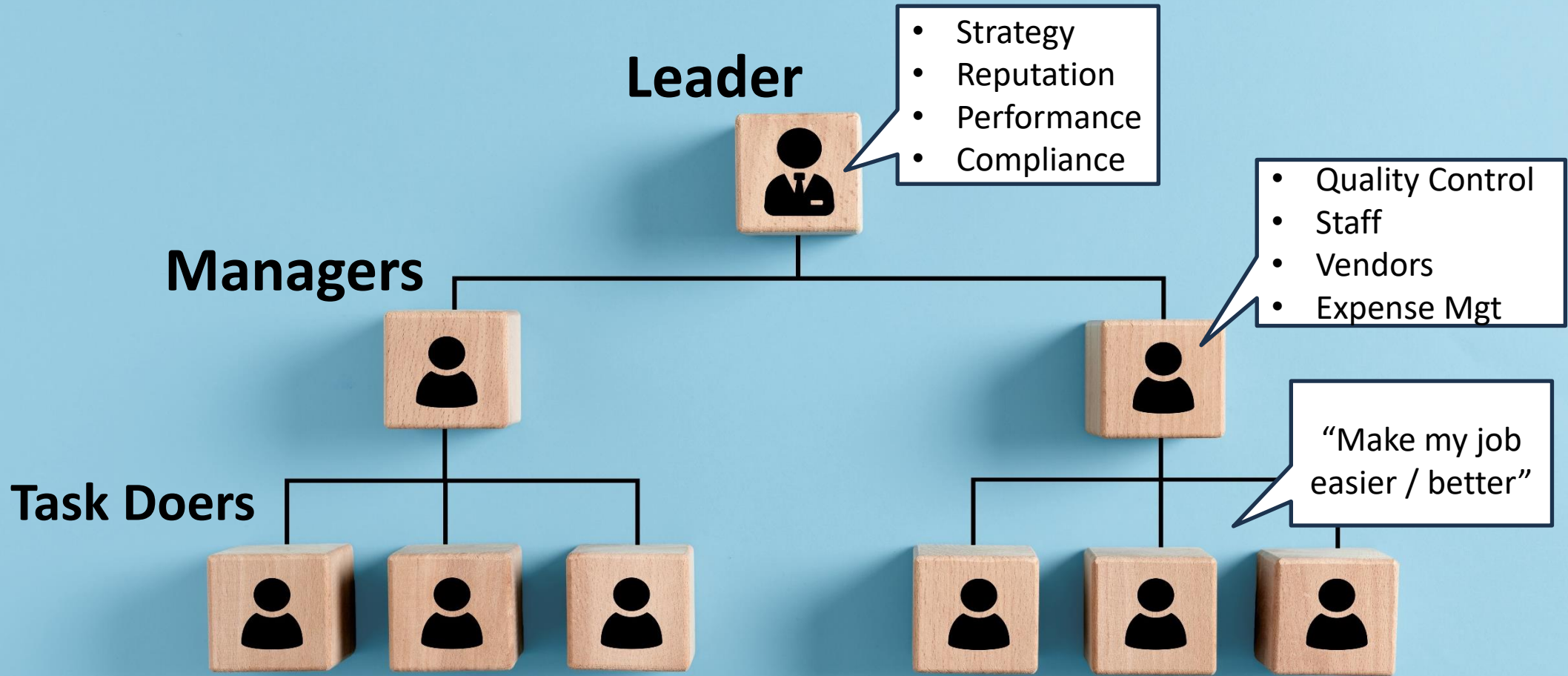
1. **Staff Shortages**
2. **Employee Burnout**
3. **Paper / Document Intensive**
4. **Huge Volume of Back-Office Tasks**
5. **Data Security Risks**
6. **Patient Privacy**
7. **Regulatory Compliance Changes (HIPPA)**
8. **Rising Costs**
9. **Cost Containment / Savings**
10. **Patient Experience Issues**

37% of Healthcare Leaders pinpointed **COST CONTAINMENT** as their single most important priority in 2024.



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Rick's "SUBJECT LINE LURES"



Subject: **PERSON'S NAME / YOUR NAME**

Subject: **TARGET COMPANY / YOUR COMPANY**

Subject: **Meeting Wed 10am**

Subject: **Trish said to contact you**



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THE ULTIMATE EMAIL PROSPECTING TEMPLATE

Insert 3 Pain Points

1. Staff Shortages
2. Employee Burnout
3. Paper / Document Intensive Processes
4. Huge Volume of Back-Office Tasks
5. Data Security Risks
6. Patient Privacy
7. Regulatory Compliance Changes
8. Rising Costs
9. Cost Containment / Savings
10. Patient Experience Issues

www.linkhere.com' A red arrow points from the 'Insert 3 Pain Points' text to the bulleted list. A man in a blue suit is visible in the bottom right corner of the screenshot."/>

Hi Mary, I work directly with other (POSITION) in the (BUSINESS TYPE) industry like (REFERENCE 1 & 2) to provide technology solutions to these common challenges;

- AVOID PAIN / ACHIEVE GAIN - 1
- AVOID PAIN / ACHIEVE GAIN - 2
- AVOID PAIN / ACHIEVE GAIN - 3

Mary, the purpose of my email is to request a 30 min “Information Sharing Session” (live or virtual) so you can see what others are doing in your industry.

Would next Wednesday at 10am work?

Thanks in advance!

Rick

Ps: I will follow up by phone to confirm your availability and here’s a relevant case study for your perusal. www.linkhere.com



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Rick's **PHONE** PROSPECTING TEMPLATE

| EST. TIME | MARKERS TO HIT | | SAMPLE TALK TRACK |
|-------------|----------------------------|---|--|
| 5 | WHO YOU ARE | → | Hi Mary, this is <u>Rick Lambert</u> with " <u>Imaging Plus</u> "... |
| 5-10 | YOU UNDERSTAND THEIR WORLD | → | I work directly with <u>POSITION</u> like you at <u>REFERENCE 1</u> to help them solve challenges like; |
| 5-10 | THE BENEFIT YOU OFFER | → | <u>Paper Intensive Processes</u> , the <u>high volume of back-office tasks</u> and of course <u>data security</u> |
| 5 | SUGGEST MEETING | → | Mary, the purpose of my call is to book a quick <u>Information Sharing Session</u> so you can see what other people in your position are doing ... |
| 5 | TIME YOU REQUIRE | → | ...I'm looking for 30 minutes in person or virtually...(no obligation) |
| 5 | ASK FOR A TIME TO MEET | → | ...when might be a good time for you next week? |
| <hr/> | | | |
| 35 Seconds! | | | |



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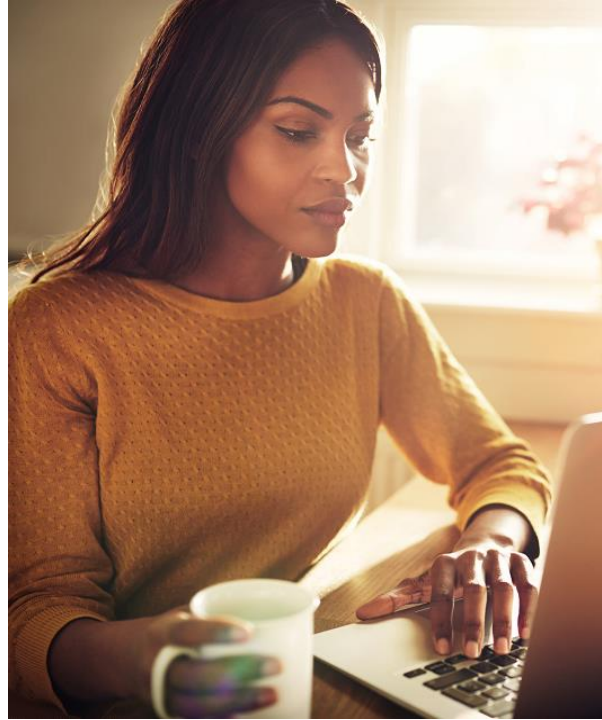
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Why Linked ?

TOUGHER SCREENS



BUYERS ARE ON LINKEDIN



DIRECT 1:1 ACCESS



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Dealer Validation



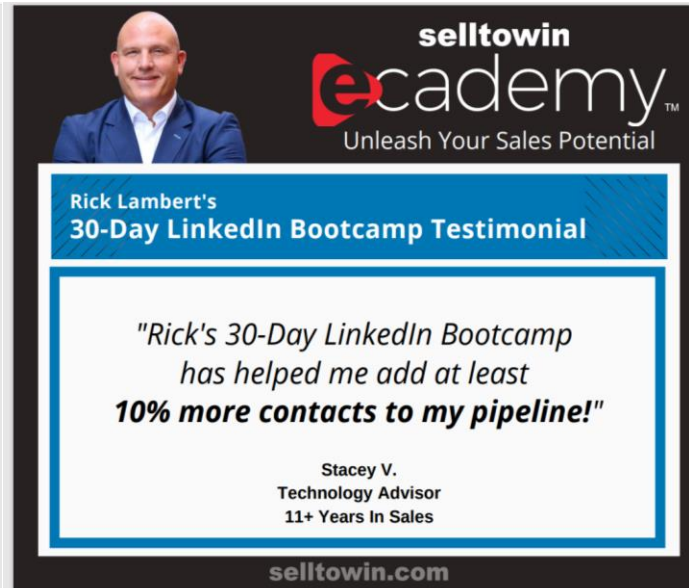
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ecademyTM
Unleash Your Sales Potential


Rick Lambert's
30-Day LinkedIn Bootcamp Testimonial

*"Since taking Rick's 30-Day LinkedIn Bootcamp, I have **gained over 15 prospects** & over **40K in GP pipeline!**"*

John D.
Account Manager
11+ Years In Sales

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Unleash Your Sales Potential

Rick Lambert's
30-Day LinkedIn Bootcamp Testimonial

*"Rick's 30-Day LinkedIn Bootcamp has helped me add at least **10% more contacts to my pipeline!**"*

Stacey V.
Technology Advisor
11+ Years In Sales

selltowin.com



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Unleash Your Sales Potential

Rick Lambert's
30-Day LinkedIn Bootcamp Testimonial

*"I have made over **6 high level contacts** in some of our top net new targeted accounts!"*

William M.
Region VP
11+ Years In Sales

selltowin.com

3,200+ Graduates

100% Recommended



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Key Takeaways

1. Healthcare is Document Intensive
2. You & Xerox Have Solutions
3. Study the Industry You're Selling Into
4. Quit Spinning Your Tires!
5. Call Higher

XEROX

Partner Promo

50% OFF

FOLLOW RICK



Rick Lambert's
30 DAY
LinkedIn®
BOOTCAMP

MORE LEADS | MORE DEALS | MORE MONEY

A promotional graphic for Rick Lambert's 30 Day LinkedIn Bootcamp. It features a man in a blue suit (Rick Lambert) standing with his arms crossed. To his left is a black funnel graphic with several blue LinkedIn icons falling into it, and a large blue dollar sign below the funnel. The text 'Rick Lambert's 30 DAY LinkedIn BOOTCAMP' is on the left, and 'MORE LEADS | MORE DEALS | MORE MONEY' is below it. At the bottom right of the graphic are the logos for 'selltowin' and 'academy'.

www.selltowin.com/XeroxPartnerPromo



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