



## **Serve More with Successful Selling Series: Building a Bridge Between Clinical & Sales Staff** *(60-minute on-demand webinar)*

**Thursday, January 20, 2022**

*Available to view/download on release date*

**Register Here**

Departmental friction is a distraction and waste of time. Gain a deeper understanding of the age-old conflict between clinical and sales staff. You'll learn how to overcome department conflicts and tactics to work together for increased service and growth.

### **AFTER THIS WEBINAR YOU'LL BE ABLE TO:**

- Discover the top five contributors to clinical/sales tension
- Use bridging phrases to strengthen collaboration between departments
- Lead team exercises to increase collaboration among all disciplines
- Enjoy the benefits of a strong clinical and sales connection
- Understand the impact of departmental tension

### **WEBINAR DETAILS**

Departments must collaborate effectively to run a smooth-sailing agency. However, it's very common to see tension between clinical and sales departments. Different perspectives can be beneficial to the team and organization, but when the differences get in the way, they negatively impact an agency's positive culture. In this informative session, you will learn simple, key bridging phrases that will promote collaboration among teams. You will discover effective and fun team exercises that immediately impact positive collaboration. Join us to learn how to merge perspectives and bring people together to work towards a common goal, a shared purpose. This webinar is your blueprint for team collaboration.

### **THIS WEBINAR WILL BENEFIT THE FOLLOWING AGENCIES:**

- Hospice
- Home Health
- Home Care

### **WHO SHOULD ATTEND?**

This informative session is designed for agency leadership, department heads, sales managers, clinical liaisons, and sales representatives.

## **TAKE-AWAY TOOLKIT**

- Bridging phrases reference sheet
- Collaboration activities
- Recommended reading
- PDF of slides and speaker's contact info for follow-up questions

**Attendance certificate provided, however there are no pre-approved CEs associated with this webinar.**

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## **MEET THE PRESENTER**

### **Joanna Pera, Powered By Pera Consulting**

Joanna has over 25 years of sales and leadership experience in the healthcare industry, including long-term care, hospice, home health care, assisted living, infusion, psychiatry, and pediatrics. Joanna's expertise focuses on business development, employee coaching, and customer/employee engagement with a special emphasis on Emotional Intelligence and how it impacts organizational objectives. Joanna has served in senior leadership roles for large healthcare organizations and continues to have a passion for sales, sales effectiveness, and growing leaders.

Joanna uses the principles she learned in the Dale Carnegie program to connect with and inspire her clients. As one client stated "Joanna's authentic style of leading is refreshing. She actively engages each person she works with in a productive way to achieve results." She lives in Atlanta, Georgia where she enjoys yoga, painting, gardening, and hiking with her dogs.

## **ON-DEMAND ONLY REGISTRATION OPTION – WHAT YOU GET**

### **On-Demand Webinar Includes**

- Available on release day to view/download immediately
- Handout and Take-Away Toolkit
- Available on desktop, mobile & tablet
- Free Digital Download, yours to keep
- Share link with anyone at your organization
- Presenter's contact info for follow-up

If you need help with anything, please drop us an email at [support@eewebinarnetwork.com](mailto:support@eewebinarnetwork.com) or call 406.442.2585.