



Our Knowledge, Network, and Passion in Healthcare Deliver Results

NCI 90 & 180 Day GPO Solicitation & Penetration Sales Tools

"NCI Consulting Group Brand core essence is based on our knowledge and successfully managing our clients market growth.

On hands implementation of the "Jump Start & Full Blitz" Programs

If your company has not exceeded or developed the mandatory marketing and sales initiatives and tools necessary for the greatest possible success within the healthcare market please allow NCI the opportunity to discuss our "Best Practice" market solicitation and penetration consultative services with you. We will discuss the potential synergies we may have with your company in maximizing your sales and marketing resources to exceed your sales goals.

"Jump-Start" GPO 90 Day Solicitation & Penetration Package

NCI-Contract Launch Package - Sales Penetration

GPO/IDN Contract performance monitoring toolkit

- ▲ Provides GPO contract penetration plan template and key tools to track targeting actions
- ▲ Qualify target opportunities **4 IDNs**
- ▲ Confirm meetings with "C: level executives
- ▲ Manage meetings
- ▲ Meeting report format
- ▲ Qualify the sales opportunity
- ▲ Manage the sales process. It provides an optimal framework for business review meetings with GPO contract executives.

4 Hours of Contract Launch Education

- ▲ Used to inform and educate senior management and/or local sales representation about GPO, and ways that other vendors maximize the GPO contract to dramatically increase its sales.

Custom Value Proposition PowerPoint

- ▲ NCI will help you create a proven Value Proposition PowerPoint presentation that you can be used to introduce your GPO contract to the GPO membership as an open-the-door sales tool. This uses the approach that has been refined and proven by hundreds of other vendors to receive maximum "punch".
- ▲ **Sales Rep GPO training PowerPoint** - this short (and easy-to-understand) PowerPoint presentation provides sales reps with a simple but important explanation about GPOs, providing definition, examples, and answers to the most Frequently Asked Questions.
- ▲ **Need-to-Know GPO Profile**-GPO profiles that explains the who, what, why, and where about GPOs (this is not contract specific, but provides the information about GPOs that local sales reps ask for most frequently -- remember, GPOs may be well understood at your corporate offices, by some/most local reps don't understand even the basics about GPOs.

"Full-Blitz" GPO 180 Day Solicitations & Penetration Targeting Package

Includes everything from the "Jump-Start" Package, plus...

NCI Contract Launch Package - Sales Penetration

- ▲ NCI will schedule **12 IDN** meetings with "C" executives
 - ▲ NCI co-develops -- with your team -- a specific plan that includes all available resources available by GPOs for your contract success (e.g., GPO representatives, agreement by Contract Management team, etc.)
 - ▲ This plan establishes the framework to "Plan your Work; Work your Plan" and has been proven successful by hundreds of NCI clients.
- NCISS has a complete understanding of the contract management environments within GPOs and their member hospitals
 - We have "C" level relationships with GPOs and member hospitals
 - NCI will develop and successfully implement strategic GPO and member hospital solicitation and penetration plans.
 - Analyze client Sales & Marketing business plans and realign business plans to be in alignment with market demands
 - Analyze client organization structure and align Sales and Marketing structure to be in alignment with market demands
 - Verify GPO member hospitals are aligned with client solutions
 - Schedule and participate in qualified GPO member hospital meetings
 - Review sales and corporate accounts presentations

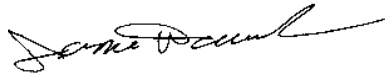
- Provide Best Practice Corporate Accounts and Sales training

About NCI Consulting Group (NCI)

About NCI Consulting Group

NCI Consulting Group is the most respected and oldest sales and marketing firm in the US, supplying specialization in **GPO, IDN, and Major Health System** market share penetration & expansion for healthcare suppliers. Let us help your sales and corporate account teams increase growth through direct access to key executive level contacts within your targeted markets. Our 25 years in the business and success with over 200 supplier clients, ranging from start-ups to global-wide corporations has created the knowledge, respect, relationships and friendships within in the Provider Community that will take your company to the next level of success. www.nci-cg.com

Sincerely,



Jim Dausch
Principal
NCI Consulting Group
jdausch@nci-cg.com

About NCI Consulting Group

*NCI Consulting Group is the most respected and oldest sales and marketing firm in the US, supplying specialization in **GPO, IDN, and Major Health System** market share penetration & expansion for healthcare suppliers. Let us help your sales and corporate account teams increase growth through direct access to key executive level contacts within your targeted markets. Our 24 years in the business and success with over 187 supplier clients, ranging from start-ups to global-wide corporations has created the knowledge, respect, relationships and friendships within in the Provider Community that will take your company to the next level of success. www.nci-cg.com*

