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**ASSISTIVE TECHNOLOGY PROFESSIONAL (ATP) - SALES PROFESSIONAL OR
CLINICAL CONSULTANT**



SEMINAR CONTENT DISCLOSURE

- **THE AUTHORS AND PRESENTERS OF THIS CONTENT ARE FULL-TIME EMPLOYEES OF MERITS /AVID REHAB.**
- **WE DO NOT INTEND TO ENDORSE ANY PARTICULAR MODEL, BRAND OF PRODUCT OR MANUFACTURER. THE REFERENCES TO AVID REHAB PRODUCTS ARE FOR ILLUSTRATION ONLY.**



CEU INFORMATION

- **THIS COURSE HAS BEEN CERTIFIED FOR CONTINUING EDUCATION UNITS (CEU) BY THE MED GROUP.**
- **THE MED GROUP HAS BEEN AUTHORIZED AS AN ACCREDITED PROVIDER BY THE INTERNATIONAL ASSOCIATION FOR CONTINUING EDUCATION AND TRAINING (IACET).**
- **THIS SEMINAR HAS BEEN AWARDED 1 CONTACT HOURS OR 0.1 CEUS BY THE MED GROUP.**
- **IT IS THE PARTICIPANT'S RESPONSIBILITY TO VERIFY CEU VALIDITY FOR STATE LICENSURE AND/OR OTHER ENTITIES.**



TO RECEIVE CEUS

- **IN ORDER TO BE AWARDED CEUS, THE PARTICIPANT MUST:**
 - **PARTICIPATE IN THE ENTIRE ONE HOUR SEMINAR.**
 - **COMPLETE THE ENTIRE DEMOGRAPHICS FORM, WHICH INCLUDES**
 - **CONTACT INFORMATION**
 - **THE LAST 4 DIGITS OF THE PARTICIPANT'S SOCIAL SECURITY NUMBER (SSN).**
 - **COMPLETE THE SEMINAR EVALUATION FORM.**



SESSION OBJECTIVES

- **UNDERSTAND THE DIFFERENCE BETWEEN A SALESPERSON AND A CONSULTANT**
- **DEFINE THE SALES/EVALUATION PROCESS RELATED TO CRT**
- **CLEARLY UNDERSTAND THE CONCEPT OF A SALES "FORMULARY"**
- **DEFINE THE ROLE OF THE ATP IN THE SALES AND CONSULTING PROCESS**



ASSISTIVE TECHNOLOGY PROFESSIONAL (ATP)

- **SALES PROFESSIONAL OR CLINICAL CONSULTANT.**
 - **CONSULTING AND SELLING IN THE ASSISTIVE TECHNOLOGY ARENA.**



ASSISTIVE TECHNOLOGY PROFESSIONAL (ATP)

- **THE ATP CERTIFICATION RECOGNIZES DEMONSTRATED COMPETENCE IN ANALYZING THE NEEDS OF CONSUMERS WITH DISABILITIES, ASSISTING IN THE SELECTION OF APPROPRIATE ASSISTIVE TECHNOLOGY FOR THE CONSUMERS' NEEDS, AND PROVIDING TRAINING IN THE USE OF THE SELECTED DEVICES.**

RESNA STANDARDS OF PRACTICE FOR ASSISTIVE TECHNOLOGY PROFESSIONALS.DOCX



SALESPERSON

- **ONE WHO SELLS IN A GIVEN TERRITORY, IN A STORE, OR BY TELEPHONE**



SALESPERSON

- **GREAT SALES PEOPLE HAVE TALENTS FOR**
- **IMPACTING/INFLUENCING/EFFECTING**
 - **THE FORCE EXERTED BY A NEW IDEA, CONCEPT, TECHNOLOGY, OR IDEOLOGY**
- **RELATING**
 - **TO ESTABLISH A SOCIAL OR SYMPATHETIC RELATIONSHIP WITH A PERSON OR THING**
 - **TO ESTABLISH ASSOCIATION OR CONNECTION**



CONSULTANT

- **ONE WHO GIVES PROFESSIONAL ADVICE OR SERVICES**



CONSULTANT

- **DISCOVERY**

- **FINDING THE BEST EXPLANATION OR UNDERSTANDING OF A CUSTOMER SITUATION, AND THEN PLAYING THAT EXPLANATION BACK TO THE CUSTOMER.**

- **INPUT**

- **THEY SHARE AN INNATE DRIVE TO ASK QUESTIONS AND GATHER INFORMATION, AND THEY WANT TO FULLY UNDERSTAND A SITUATION BEFORE MAKING A RECOMMENDATION.**



CONSULTANT VS. SALESPERSON

- **EVEN FOR AN ATP - ONLY SOME PRODUCTS ARE COMPLEX.**
 - **BECAUSE A PRODUCT IS HIGHLY TECHNICAL OR COMPLICATED DOES NOT MEAN CONSULTING THEMES ARE REQUIRED.**
 - **DETERMINING FACTOR IS NOT HOW TECHNICAL THE PRODUCT IS, BUT RATHER HOW COMPLICATED THE CUSTOMER'S PROBLEM IS.**



CONSULTANT VS. SALESPERSON

- **IN SALES, WE SHARE A LOT IN COMMON WITH CONSULTANTS. BUT UNLESS YOU ARE A CONSULTANT, YOU ARE NOT A CONSULTANT.**
- **CONSULTANTS SELL THEIR ADVICE. UNLESS YOU SELL AND ARE PAID SOLELY FOR YOUR ADVICE, YOU SELL SOMETHING ELSE AND YOU ARE A SALESPERSON. EMBRACE IT.**



SALES/EVALUATION PROCESS RELATED TO CRT

AVID-MERITS\REHAB INFO\COMPLEX REHAB ORDER
WORK FLOW TASKS COMBINED-FINAL.PDF



SALES/EVALUATION PROCESS RELATED TO CRT

**AVID-MERITS\REHAB INFO\SEATING MOBILITY OT PT
ASSESSMENT PROCEDURE.PDF**



FORMULARY

- **BEST PICKS**
- **EXCLUSIVE OR PREMIUM STATUS**



FORMULARY

- **ACQUISITION COST**
- **REBATES TO INCREASE USE OF PRODUCTS**
- **COMMISSION RATES**
- **PROFITABILITY**



FORMULARY

DISCOUNTS VS. REBATES

- **DISCOUNT**

- **REDUCTION IN THE AMOUNT THAT A SELLER CHARGES A BUYER.**

- **INTENDED TO INCREASE THE LIKELIHOOD OF A SALE AND, CONSEQUENTLY, TO INCREASE USE OF A GOOD OR SERVICE.**

- **DISCOUNTS ARE GIVEN AT THE TIME OF THE SALE, ARE SHOWN ON THE INVOICE, AND ARE PROVIDED TO THE PURCHASER.**



FORMULARY

DISCOUNTS VS. REBATES

- **REBATE**

- **IS ALSO A REDUCTION IN PRICE THAT IS INTENDED TO INCREASE SALES.**

- **HOWEVER, WHILE THE METHOD USED TO CALCULATE THE REBATE IS SPECIFIED AT THE TIME OF PURCHASE, THE ACTUAL REBATE IS RECEIVED IN THE FUTURE.**

- **THIS IS NECESSARY BECAUSE REBATES ARE BASED ON PRODUCT SALES.**



THE ROLE OF THE ATP IN THE SALES AND CONSULTING PROCESS

- **CONTINUING EDUCATION**
- **COMPANION ITEM SALES OPPORTUNITIES**
- **REFERRAL EDUCATION AND TRAINING**



CONTINUING EDUCATION

- **ATP CERTIFICATION RENEWAL**
- **INITIAL CERTIFICATION IS VALID FOR TWO YEARS.**
 - **RECERTIFICATION IS REQUIRED TO ENSURE THAT A COMMITMENT IS MADE TO KEEP KNOWLEDGE AND SKILLS CURRENT THROUGH RELEVANT WORK EXPERIENCE AND ONGOING EDUCATION.**
 - **RECERTIFICATION REQUIRES DOCUMENTATION OF TWO REQUIREMENTS:**
 - **RELEVANT WORK EXPERIENCE; AND DEMONSTRATION OF ONGOING PROFESSIONAL DEVELOPMENT THROUGH: EARNING CONTINUING EDUCATION UNITS, OR; EARNING ACADEMIC CREDIT FROM AN ACADEMIC (HIGHER EDUCATION) INSTITUTION.**



COMPANION ITEM SALES

- **THIS IS THE OPPORTUNITY TO DETERMINE WHAT OTHER SERVICES YOU CAN PROVIDE – IN ADDITION TO THE WHEELCHAIR?**
- **FOCUS, SCRIPTED QUESTIONING ALLOWS YOU TO DISCOVER ADDITIONAL SALES OPPORTUNITIES.**



REFERRAL BASED EDUCATION

- **EFFECTIVE MARKETING AND EDUCATION TO LOCAL REFERRAL SOURCES SUCH AS PHYSICIANS, HOME HEALTH WORKERS, AND ASSISTED LIVING FACILITIES, TO EDUCATE THE REFERRAL SOURCE ON MOBILITY NEEDS AND SOLUTIONS WITH THE OBJECTIVE TO GENERATE NEW REFERRALS.**
- **CAPTURING THE SALE AT INITIAL DECISION MAKING PROCESS**
MINDSHARE = BUSINESS



QUESTIONS

