



Product Sales Toolkits

How IML Sales Toolkits Help Boost Business for Our Dealers

Our Sales Toolkits provide dealers with the product information, tools, and support they need to sell to US medical institutions successfully.

IML dealers get more.

When it comes to selling medical equipment, information is power. With this in mind, we developed IML Sales Toolkits to give U.S. medical device dealers the product knowledge they need to craft compelling sales messages.

Our Sales Toolkits are concise playbooks containing high-level overviews and detailed profiles about decision makers, their biggest obstacles, and products that may be a strong fit for their use case. Our premium product information offers dealers an understanding of how a given device or platform solves key challenges facing decision-makers.

Top-performing reps are the best informed and know how to ask the right questions. This ability requires a high level of product knowledge which is only accomplished by researching and studying products in detail.

If you are a dealer interested in IML Sales Toolkits for specific products or brands, contact us today to learn more. A team member will gladly answer questions and address any concerns you may have.

Call Us: 503.643.7526

Email Us: info@implasers.com

Sales success through superior product knowledge

Selling to medical institutions requires comprehensive knowledge about products, including:

- The business case
- Features and benefits
- Value propositions
- Differentiators / USPs / UVPs
- Return-on-investment

Simply reciting product specs without any regard for the prospect and their most significant obstacles is not likely to capture a prospect's attention. Rather, engaging in dialogue to determine stakeholders' goals and difficulties will help the rep show empathy and position the product as a solution to specific problems.

Product education: a key differentiator

IML ACADEMY + PREMIUM SALES SUPPORT →

At IML, our premium support and educational materials set us apart from other U.S.-based suppliers. Inside each IML Sales Toolkit, dealers will find a high-level value-selling framework for the product, including key selling points, buyer personas, the buyer journey, and much more.

The support we provide via IML Sales Toolkits and coaching for new dealers helps them:

Identify hot prospects

Ask the right questions

Present a compelling business case

Overcome objections

Close the sale

Grabbing attention during presentations in subtle ways and tailoring the information to the most pressing problems of each buyer persona is essential when selling medical devices. When a given product becomes the obvious solution for addressing a set of challenges, a sale is the logical outcome.

A complete turn-key system for selling medical devices.

www.imlasers.com

IML empowers our dealer network to succeed by providing support and education that takes their rapport-building, sales presentations, engagement, and closing to the next level. Having decision-makers know, like, and trust the rep is crucial; our Sales Toolkits help dealers achieve this goal. By fine-tuning their verbal and non-verbal communication, dealers help buyers become confident in the product and the dealer behind it.