

# Challenger Sales

1. Noun Plural
2. Noun Plural
3. Noun Plural
4. Verb Present Ends In Ing
5. Verb Present Ends In Ing
6. Adjective
7. Proper Noun Plural
8. Animal - Plural
9. Noun Plural
10. Noun Plural
11. Adjective
12. Noun Plural
13. Noun
14. Adjective
15. Verb Present Ends In Ing
16. Proper Noun Plural
17. Noun Plural
18. Noun Plural
19. Adjective
20. Proper Noun
21. Noun
22. Proper Noun Plural
23. Noun

24. Noun Plural

25. Noun Plural

26. Noun

27. Verb Base Form

28. Noun Plural

29. Adjective

30. Verb Past Tense

31. Proper Noun

32. Verb Present Ends In Ing

33. Proper Noun

34. Adjective

35. Noun

36. Noun Plural

37. Verb Base Form

38. Proper Noun Plural

39. Verb Present Ends In Ing

40. Adjective

41. Proper Noun Plural

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Warmer: If you are like most \_\_\_\_\_ Noun Plural \_\_\_\_\_, you are faced with balancing issues like minimizing cost, managing higher volumes of more complex cases, improving \_\_\_\_\_ Noun Plural \_\_\_\_\_ and increasing OR \_\_\_\_\_ Noun Plural \_\_\_\_\_. You're continually \_\_\_\_\_ Verb Present ends in ING \_\_\_\_\_ to do more with less and do it better than ever before.

Reframe: Many owners think that \_\_\_\_\_ Verb Present ends in ING \_\_\_\_\_ change is often too \_\_\_\_\_ Adjective \_\_\_\_\_ and \_\_\_\_\_ Proper Noun Plural \_\_\_\_\_ consuming so they avoid or delay making changes. A good example is the change to \_\_\_\_\_ Animal - Plural \_\_\_\_\_. Today, 61% of all surgical \_\_\_\_\_ Noun Plural \_\_\_\_\_ sold in ASCs still contain \_\_\_\_\_ Noun \_\_\_\_\_ Plural \_\_\_\_\_, versus 43% in US hospitals. What directors don't realize is that not standardizing to \_\_\_\_\_ Adjective \_\_\_\_\_ products and \_\_\_\_\_ Noun Plural \_\_\_\_\_ can actually increase OR costs by more than 25%.

Rational Drowning: A published research \_\_\_\_\_ Noun \_\_\_\_\_ estimated that hospitals with OR rooms that keep latex gloves in their product portfolio are incurring more than \$177,600 in \_\_\_\_\_ Adjective \_\_\_\_\_ cost per room annually, of which most is \_\_\_\_\_ Verb Present ends in ING \_\_\_\_\_.

Similarly, the average ASC with 3 \_\_\_\_\_ Proper Noun Plural \_\_\_\_\_ can expect at least 6 \_\_\_\_\_ Noun Plural \_\_\_\_\_ a year. That's an additional \$6,600 in spend to manage \_\_\_\_\_ Noun Plural \_\_\_\_\_, before even considering the cost of a patient or staff reaction. With an average \_\_\_\_\_ Adjective \_\_\_\_\_ spend of \$10,327 per \_\_\_\_\_ Proper Noun \_\_\_\_\_, the cost of OR teardowns

plus even one staff or patient \_\_\_\_\_ reaction costs almost double the annual budget, and is completely avoidable.

Emotional Impact: Removing \_\_\_\_\_ from your OR goes beyond just saving money to impacting peoples' lives - Did you know that 8-12% of healthcare workers are affected by \_\_\_\_\_ sensitivity? And that repeat exposure to \_\_\_\_\_ can increase these numbers to 18-37%?\* Your most experienced clinicians and OR leaders may be at the greatest risk due to decades of exposure to \_\_\_\_\_ from surgical gloves and other \_\_\_\_\_ products used in patient care.

New Way: What if you could \_\_\_\_\_ more of your time and energy on maximizing patient \_\_\_\_\_ while reducing your \_\_\_\_\_ costs? Other hospitals that have \_\_\_\_\_ in a standardized practice of eliminating \_\_\_\_\_ products in the OR have reduced their inventory complexity, eased \_\_\_\_\_, while also helping improve patient care .

Our Solution: \_\_\_\_\_ is the U.S. market share leader† in \_\_\_\_\_ . Our strong expertise in \_\_\_\_\_ has enabled us to \_\_\_\_\_ processes like this in hundreds of \_\_\_\_\_ across the U.S. with proven results. What time on Tuesday can we meet to review your current product \_\_\_\_\_ and \_\_\_\_\_ practices to further discuss the plan to remove \_\_\_\_\_ from your OR for good?

