

Custom Team Training Workshops



Today is Your Team's Day!

Frost & Sullivan is offering you the exclusive opportunity to have your own team training day, as an added value to the event program.

How does it work?

Upon selection of your workshop, Frost & Sullivan will assign a seasoned trainer to design and facilitate a full-day program, customized exclusively for your company and team's needs and goals.

The benefits are endless:

- **Practical:** "Hands-on" workshops with key take-aways
- **Seasoned trainers:** Experts in your workshop of choice
- **Turn-key:** All meals, venue, and on-site management
- **Convenience:** No need to move around; already in the right place
- **Savings:** Full access to event program + team training day = great value
- **Customized:** Personal challenges and goals addressed
- **Much, much more!**

You can either select from one of the pre-designed, "hands-on" workshop focuses, and we will customize it to your team's personal challenges and goals, or contact us to create a custom program from scratch with your topic of choice.

Workshop Topics Menu:

Topics	Key Take-Aways	Designed For
<p>Accelerating Your Medical Device Sales Results</p> <p>Using "the force" to achieve optimal results</p>	<ul style="list-style-type: none"> ■ Discover the 5 "E"'s to extraordinary results selling medical devices; why selling these is both an art and a science ■ Tools to optimize results by maximizing strengths of your best sales executives ■ Guide to utilizing top sales people to train new employees effectively ■ Steps to building relationships and getting commitments that result in sales; why the hardest thing for a sales person to say will pay off 	<ul style="list-style-type: none"> ■ CEO/COO/Managing Directors ■ VP/ Directors of Sales ■ Sales Managers/ Executives
<p>FDA Premarket Requirements for Medical Devices</p> <p>How to Successfully Prepare and obtain Premarket Clearance 510(k)</p>	<ul style="list-style-type: none"> ■ Discover the types of submission required for your device and their cost ■ Insight into requirements for complete and accurate 510(k) submission that FDA will accept for filing, and will minimize questions ■ Gain actionable communication skills that assist in dealing with the agency ■ Best steps on reacting when encountered by FDA challenges; available FDA processes 	<ul style="list-style-type: none"> ■ CEO/ COO/ CSO ■ VP/ Directors of Marketing, RA/QA and R&D ■ R&D Engineering Executives
<p>What to do After Receiving FDA Approval/Clearance</p> <p>Learn the steps necessary to be fully compliant with the FDA</p>	<ul style="list-style-type: none"> ■ Insight into the importance of proper labeling; hard-copy and on web sites ■ Guide to what FDA considers a complaint and FDA expectations regarding investigation and documentation ■ Discover what complaint reports are Medical Device Reports and how they should be handled ■ Skills for dealing with an ever-changing FDA 	<ul style="list-style-type: none"> ■ CEO/ COO/ CSO ■ VP/ Directors of Manufacturing, R&D and RA/QA ■ Manufacturing Engineering Executives
<p>Where Are the Opportunities to Add Growth and Profitability?</p> <p>Identify insights and translate them into actionable plans that drive business performance</p>	<ul style="list-style-type: none"> ■ Framework for consistent process to develop hypotheses and reveal "actionable" insights for growth and profitability ■ Proven testing application to learn to validate/refute these hypotheses ■ Systematic evaluation of your business and 'real time' application to business ■ Insight into performance metrics that create focus around prioritized action items 	<ul style="list-style-type: none"> ■ CEO, COO, CMO, CFO, other C-Level Executives ■ VP/ Directors of Sales & Marketing ■ Marketing/Product/ Sales Managers
<p>Making your Company Approachable, Engaging and More Profitable with Social Media & Web Presence</p> <p>A Medical Device Director shares how they increased page views by 253% and generated \$7MM in pipeline via the web</p>	<ul style="list-style-type: none"> ■ Discover a simple online promotion that sold an incremental \$150,000 in devices; case study ■ Insight into selling the benefits of social media to your C-Suite ■ Using fear of regulatory oversight to your advantage ■ Uncover 12 contemporary marketing strategies appropriate for medical device industry 	<ul style="list-style-type: none"> ■ CEO, COO, CMO, CFO, other C-Level Executives ■ VP/ Directors of Marketing ■ Marketing/ Communications/Sales Managers

[Click Here for Video](#)

Interested, and want to learn more about Your Custom Team Training Day?

Simply follow the easy steps below and you are on your way:

- STEP 1:** Identify the most applicable workshop; If you don't see one that fits, call us so we can start building one from scratch
- STEP 2:** Determine the number of participants you'll be sending
- STEP 3:** Decide if you would like it to be exclusive to your team or an open workshop for other companies to participate
- STEP 4:** To learn more about, and to reserve your custom team workshop, call us at: 516-255-3812 or email: matthew.mcsweegan@frost.com