



SELLING BEYOND “YES”

TURNING AGREEMENT INTO ACTION



WHAT YOU’LL LEARN

- **Verify** real-world product use
- **Expose** gaps between intent and action
- **Surface** true barriers to change
- **Challenge** inertia with credibility and evidence

WHO IT’S FOR

- **Sales Teams** facing customer inertia, not outright resistance
- **Representatives** calling on HCPs who say “yes” to be polite, but don’t change behavior
- **Sales Leaders** looking to help teams surface hidden objections behind verbal agreement
- **Organizations** where calls end with alignment, but no meaningful action or brand adoption

Delivered in partnership with Larry Freedman,
Founder of Inspire Impact Consulting

A COMMON CHALLENGE

Most sales conversations don’t fail because of resistance. They fail because agreement doesn’t turn into action. **Selling Beyond “Yes”** equips sales professionals and leaders to diagnose and disrupt customer inertia for when polite agreement leads to stalled product adoption, false confidence, and missed patient impact.

THE CORE FRAMEWORK

VERIFY ACTUAL USE → UNCOVER GAPS → CHECK KNOWLEDGE → EXPLORE BARRIERS → TEST FOR... **EXPANSION**

THE MINDSET SHIFT

From polite agreement to purposeful behavior change. This is a process, not a script. It requires the right mindset, alignment on patient risk, credible data, acknowledgement of limits, and a confident close for appropriate action.

DELIVERY & IMPACT

Live or virtual workshops in full or half-day formats, customized with real-world scenarios, role play, field-ready language, and leadership coaching integration. Once the true objection is uncovered, it can be addressed with credibility and evidence. The real work in selling begins beyond “Yes,” when leaders and sales representatives can turn alignment into action.

EXPLORE WHETHER YOUR TEAM IS STUCK AT “YES”

An exploratory conversation designed to determine whether customer agreement is translating into action and where momentum may be breaking down.