



MASS DIAGNOSTICS • SALES ACADEMY

Basic Selling Skills

Foundations of Consultative Selling in Molecular Diagnostics

A practical guide for the MASS commercial team — from first contact to lasting partnership



What We'll Cover Today



The MASS Sales Cycle

A shared roadmap from prospecting to partnership



Knowing Your Customer

Physicians, hospitals, corporates & patients



Core Selling Steps

Rapport, discovery, value, objections, closing



Communication Essentials

Listening, questioning & body language



Measuring Success

The KPIs that show you're on track

Why Selling in Diagnostics Is Different



Complex Science

Customers are physicians and scientists — credibility depends on genuine technical fluency, not a pitch.



Longer Cycles

Trust builds over multiple visits; genetic testing decisions rarely close on the first meeting.



Trust Is the Product

You are selling confidence in an accurate result that can change a patient's care plan.



Regulated & Ethical

Every claim must be accurate — overpromising on turnaround or accuracy damages the whole relationship.

The MASS Sales Cycle at a Glance



A relationship, not a transaction — each step earns the right to the next.

Know Your Customer



Physicians & HCPs

Referring doctors across specialties — want clinical accuracy, fast turnaround, and support interpreting results.



Hospitals & Labs

Institutional accounts — value reliability, pricing structure, and dependable logistics at scale.



Corporate & Wellness

Employers and wellness programs — focused on value, simplicity, and employee experience.



Patients & Families

The end beneficiary — need empathy, clear explanation, and reassurance during a sensitive moment.

01

Prospecting & Territory Planning

Finding the right doors to knock on

STEP 1

Plan Before You Prospect



Map your territory: hospitals, clinics, labs, and key referring physicians by specialty.



Prioritize accounts by potential volume and strategic fit — not just proximity.



Research each account before the first visit: their current lab partner, patient mix, pain points.



Set a weekly visit plan with clear objectives for each call, not just "check in."



Track every touchpoint in the CRM so nothing depends on memory.

STEP 2

Building Rapport & Trust

How Trust Is Earned

- Lead with genuine interest in their practice, not your product.
- Be consistently reliable — show up when you say you will.
- Bring useful information, not just promotional material.
- Respect their time: come prepared, stay on point.



"People buy from those they trust — trust is built one honest interaction at a time."

STEP 3

Needs Discovery — Ask Before You Present

Great sales conversations are led by questions, not statements. Uncover the real need before proposing a solution.

Situation

"What testing options are you currently using for these cases?"

Problem

"What's the biggest challenge with turnaround time or reporting today?"

Implication

"How does a delayed or unclear result affect your patient management?"

Need-Payoff

"If results arrived faster and clearer, how would that change your workflow?"

STEP 4

Presenting Value — Features vs. Benefits

Customers don't buy features — they buy what those features do for them. Always translate.

Feature (What It Is)	Benefit (Why It Matters)
Whole Exome Sequencing (WES) coverage	Fewer repeat tests — broader diagnostic yield in a single sample
In-house molecular dry lab	Faster, more predictable turnaround for your patients
Certified genetic counseling support	You're never alone interpreting a complex result
Structured reporting format	Clear, actionable reports that save you review time

STEP 5

Handling Objections with Confidence

Objection	Confident Response
"It's too expensive."	Compare cost of one accurate test vs. repeated testing and delayed diagnosis.
"We already use another lab."	Ask what's working well and where there's room to add value alongside it.
"Turnaround is too slow for us."	Clarify current TAT vs. actual need — offer a pilot case to prove speed.
"I don't trust the results."	Share accreditation, QC process, and offer a reference case discussion.

Golden rule: an objection is a request for more information — never argue, clarify.

STEP 6

Closing — Earning the Commitment



Trial Close

Ask a small commitment early: "Would a pilot case work for your next relevant patient?"



Summary Close

Recap the agreed value points, then ask directly for the next step.



Assumptive Close

Move forward naturally: "I'll set up your account — shall we start Monday?"



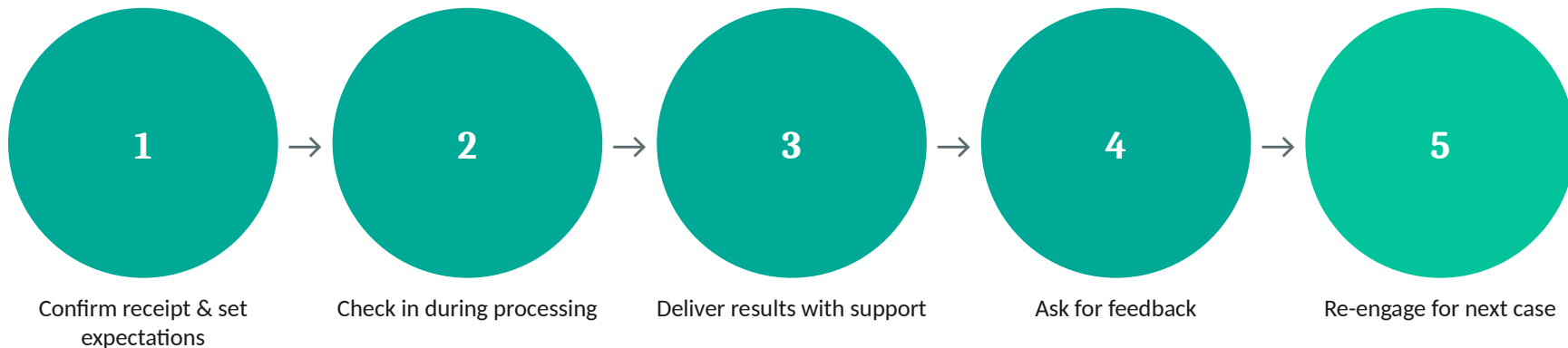
Urgency (Honest)

Reference a real, relevant deadline — never fabricate false urgency.

STEP 7

Follow-Up & Relationship Building

The sale doesn't end at commitment — it's where the relationship truly begins.



Communication Essentials



Active Listening

Listen to understand, not to reply — confirm what you heard before responding.



Open Questions

Favor "what" and "how" questions that invite real conversation.



Body Language

Maintain open posture and eye contact — it signals confidence and honesty.



Tone & Warmth

A calm, respectful tone builds trust faster than any script.

Do's and Don'ts



DO

- Prepare before every visit
- Ask questions before pitching
- Follow up as promised
- Admit when you don't know something



DON'T

- Oversell turnaround or accuracy
- Interrupt or rush the customer
- Disappear after the sale
- Criticize a competitor by name

Measuring Success

20+

Quality visits
per week

30%

Lead-to-account
conversion target

<48h

Follow-up time
after first meeting

90%

Account retention
year over year

Numbers matter, but they should always trace back to real, trusted relationships.

SUMMARY

Key Takeaways



Selling in diagnostics is built on trust, science, and consistency — not pressure.



Every step of the sales cycle earns the right to the next; don't skip discovery.



Translate features into benefits the customer actually cares about.



Objections are requests for clarity — respond with confidence, not defensiveness.



The relationship starts, not ends, at the close.



Thank You

Questions & Discussion — MASS Diagnostics Sales Academy