



11 Principles To Build **OUTSTANDING** **ASSETS** For NHS Sales.



This following carousel has been adapted
from the following resource:

Want to get real traction in the NHS?

Here's the rub, there's no quick tip, easy win or powerful contact that can get you in to such a difficult system.

But it is very possible, if you're willing to be proactive and raise your strategic game in a way that responds to the system mechanics, dynamics and culture in the right way.

My strategic course helps you do that.

 **I'M READY TO GET NHS READY!**

 **DOWNLOAD THE PROSPECTUS**



Available Now At:
<https://ready.togetherdigital.co/>

Assets are things that you can build and use proactively to **invite, intrigue, empathise, validate, assure, comply, prepare** and **support** those who will help carry you further into being part of the NHS.

Liam Cahill

Director, Together Digital



Assets can be:



A video



A sales deck



Brochures



Your Website



Testimonials



Publications

Be it digital or physical, **assets are essential** to support any sales activity.

Without which, it can be incredibly difficult to communicate the value of your product.

However, most assets out there are focused on the **wrong things** in the **wrong way**.

Many established business:

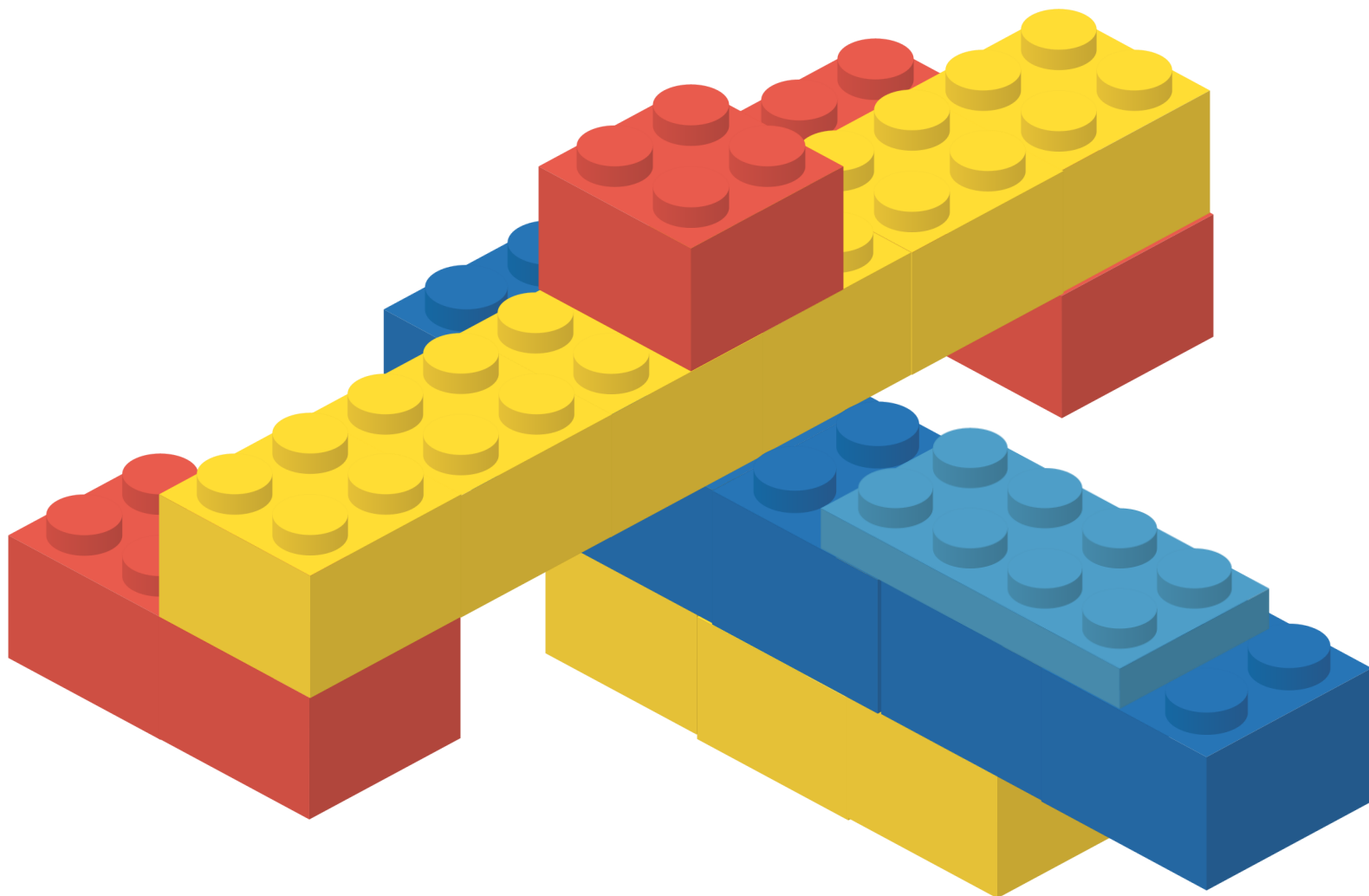
- . Lacks assets that **define the problem** they solve.
- . Don't use their assets at the **right time** of the year, or to the **right people**.
- . Have assets that are focused **too far ahead** and on the wrong things.

A common mistake often seen is claiming your benefits across a wealth of use cases, customers and settings when you have **very little proof** and **haven't been commissioned for a single one**.

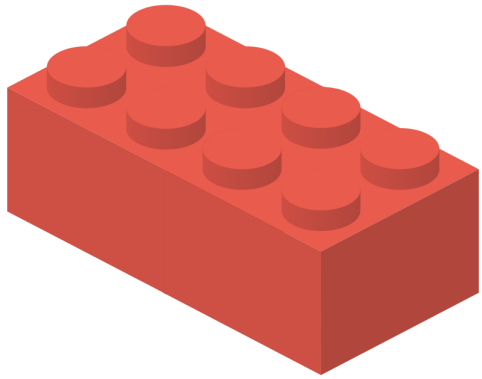
But shouting **CREATE ASSETS** is easy.

Knowing **how**, **when** and **where** to finesse them is where the real work starts.

Here are **11 important principles** that underpin my philosophy of developing and leveraging assets with the NHS.



ONE - Always Build Collateral



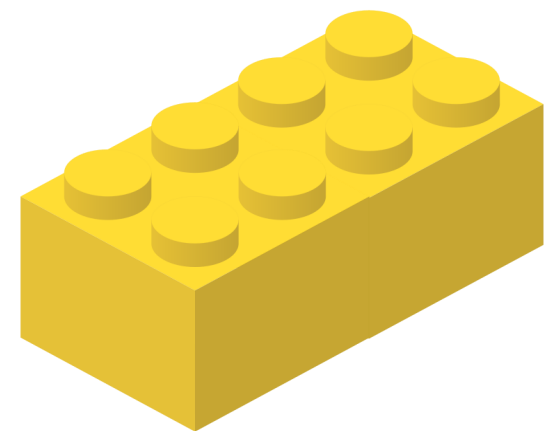
Very little companies build assets that help them go the distance.

Every **touchpoint** and progress milestone present an opportunity to build collateral that will further validate your business.

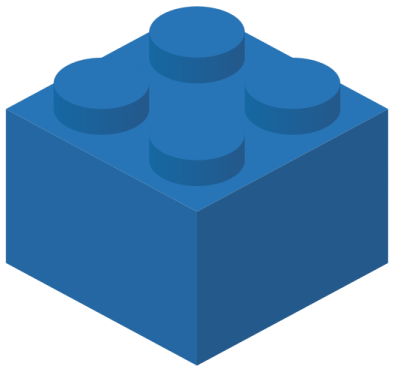
Make full use of them.

TWO - Level up like you're in an RPG

You're only as strong as your weakest area, so you've got to spread your energy to make sure **your assets cover the main touchpoints** you'll need to successfully engage.



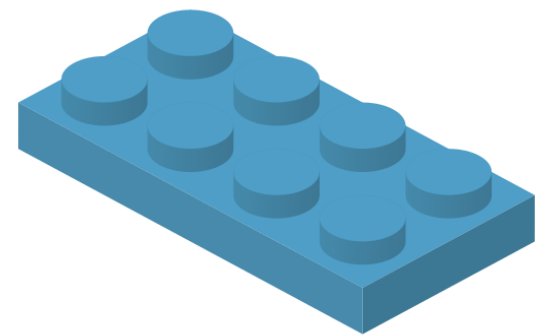
THREE - Focus on where you need to get to next



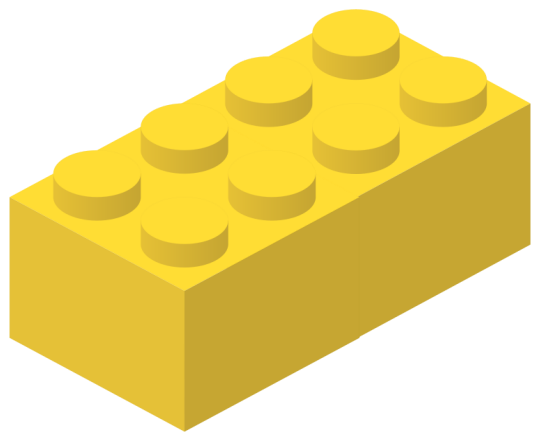
Don't sell the biggest vision and go for general scattergun. It's a poor strategy, and results in weak assets. **Focus on the next thing you need to achieve** in your assets and keep it clear and strong.

FOUR - All roads lead to the narrative

Your core narrative should be **clear and consistent** across your collateral and assets, with a strong central narrative that really defines your value proposition. We'll cover this load in the course.



FIVE - All narratives lead to the problem

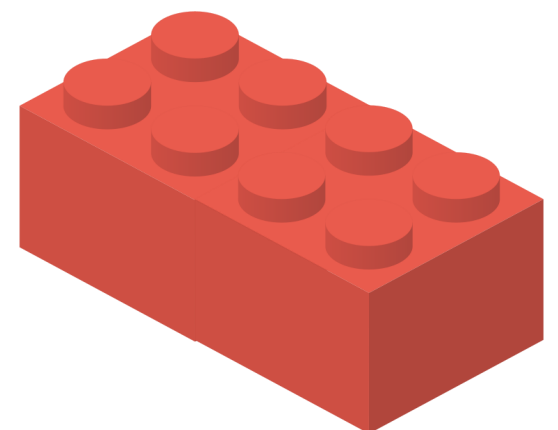


Meet people where they are and expose the problems you solve. Don't jump in for the snog with a solution, **always bring it back to them and their problems.**

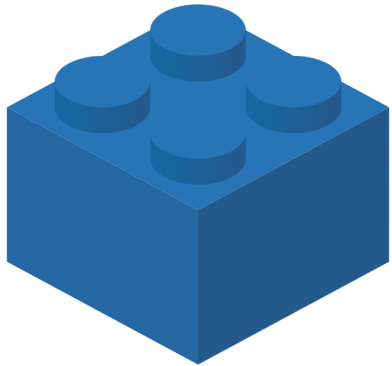
Relationships come with trust and trust comes with you really showing you understand their needs.

SIX - Best validation possible

Validate as much as you can in the narrative in your assets, and build this up over time as you're more able to validate more.



SEVEN - Sell the peer not the product

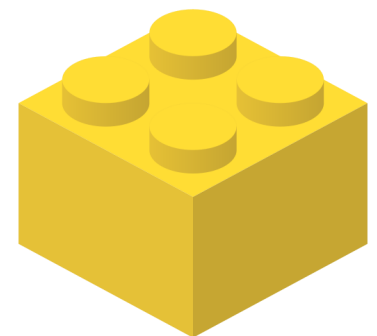


The biggest influencer of an NHS organisation is another, ideally similar, organisation. If you can promote their success and outcomes then others will be more likely to want to replicate them, and commission you.

EIGHT - If you can, personalise

When and where possible try to make targeted assets personalised, so they can see that you fit them.

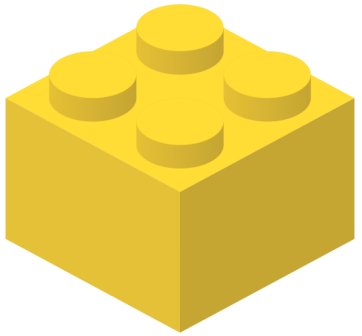
As I noted above - many NHS organisations think they're entirely different to every other NHS organisation.



**Generalisation fails,
Personalisation wins.**

NINE - Purpose, repurpose, repurpose

If you can create an article, then consider a brochure, if you can get a quote try to get a video.



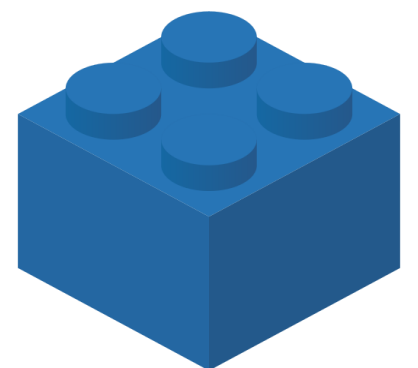
Different formats are useful for different scenarios, and taking a modular approach (e.g. case study videos you can slot in to a proposal to do the work for you) can help you to strengthen your story and your NHS relationships.

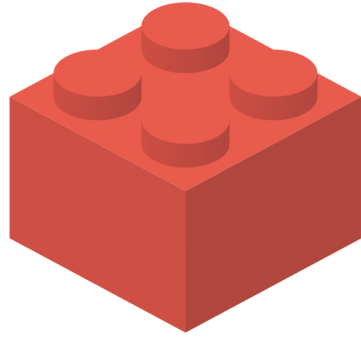
TEN - Build for behind closed doors

Some of your assets will need to go and work for you **behind the curtain of the NHS**, as colleagues pass them around.

You want this and for them to work for you, when you can't be in the room.

Think about who is behind the veil of engagement, hidden from view, and build assets to inform and assure them.





ELEVEN - Investors and customers mix poorly

Many orgs try to compromise between what the next investor wants to see on your collateral and what the NHS commissioner wants to see.

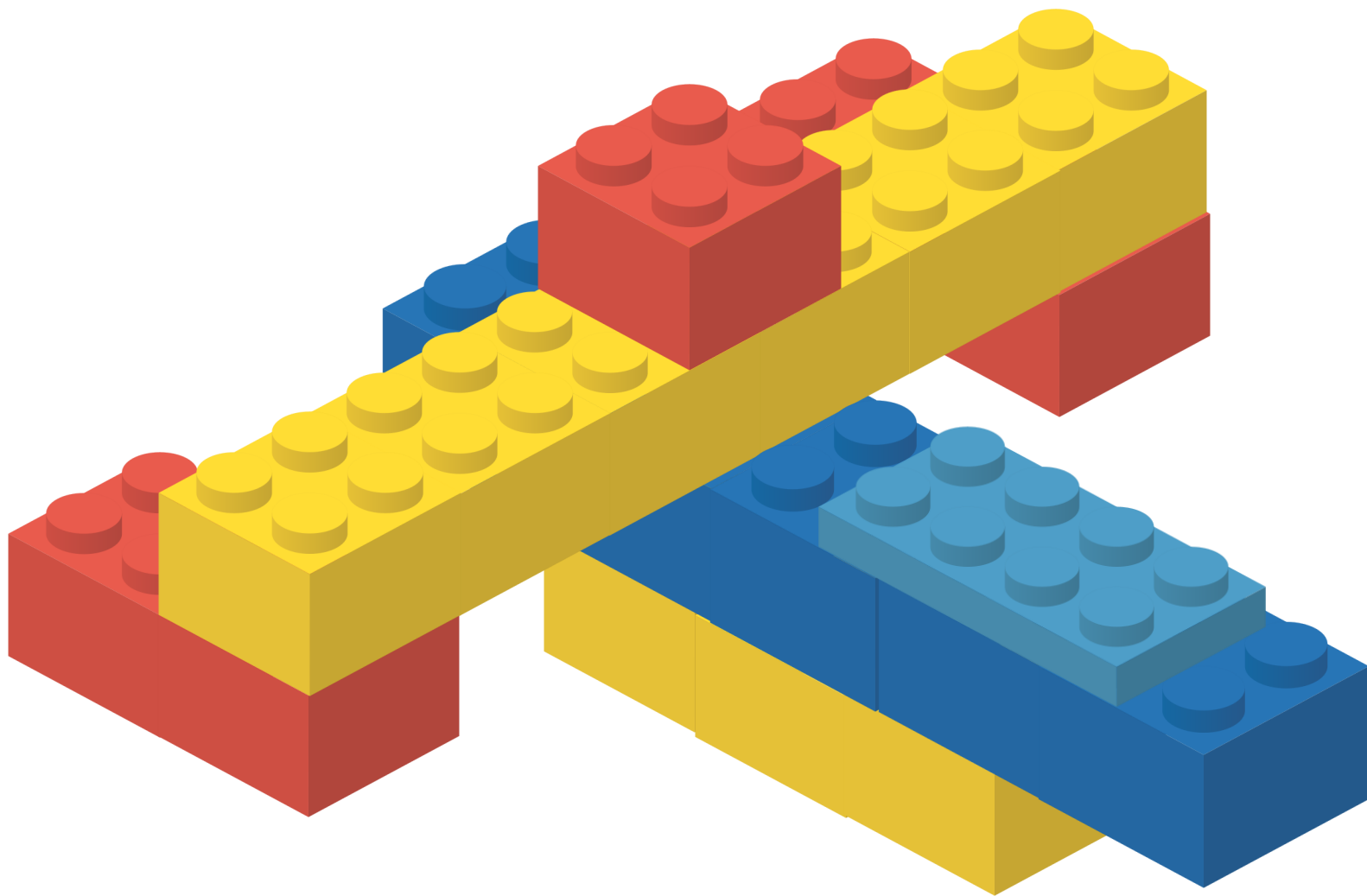
Compromise kills opportunity.

Either focus on those who give you contracts when you can OR find a way / place that you can put across the full value proposition for the NHS audience.

They don't have the time and patience to read between the lines and jump through hoops.

Put all these 11 principles together, and you get an **incredible asset ecosystem**.

A spaceship to accelerate your sales progress!



And if you would like to really transform your **HealthTech business** into one that is NHS ready.

Do join Liam in **his amazing course**:

ARE YOU

NHS READY?

Because I nearly am...

The collage includes several images with text overlays:

- Mitigating ob problematic elephant
- The
- entiv
- vidence
- Who pays (& who supports)
- Building the modular case
- Peer leverage
- Navigating NHS seas
- Pr
- your

Hope you found this helpful!



This is a series we are making to help
HealthTech Innovators access better
resources.

For more resources, visit:
[Adoptadoc.com/resources](https://adoptadoc.com/resources)