



American/Vendor
 Breakout Session
 Monday, September 20th
 1-5 PM on the 8th Floor
 Lake Calhoun

SOS

PRESENTERS: Wayne Martin, Amy Spychalla, Mike Schmitz, Sarah Thomas

You won't want to miss the SOS workshop! Come and find out who and what your SOS team is all about and how they may be able to help you. Did you know that GPOs are NOT just Healthcare and Novation? Novation is certainly a GPO and the first one American was endorsed by, but you'll learn that GPOs now cover other vertical markets like education and business. In addition, you'll discover how SOS can help you prepare RFPs and customer presentations. The SOS workshop will include an actual case study of how SOS worked with a sales associate to identify what the customer needed and to evaluate what technologies American currently has that would meet those customer needs. Based on this background work, a coordinated effort was developed and implemented. This allowed the sales associate to be with the customer while leveraging support staff in Glenwood to go beyond just a PowerPoint presentation, but instead use a combination of traditional presentation mixed with LIVE ACES sites to target the customer's need.

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