

# Clinical Business Development Training

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## TRAINING OVERVIEW

### Tailored to your company:

- BD Slide deck clinical pitch training
- Level of care pain points, value add and reciprocity points
- Internal individual and group therapeutic curriculum/services pitch
- Training on relevant internal policy and procedures for external inquiries
- Mental health, addiction and MATs education as needed
- Common and challenging BD Q&A
- Pitch practice observation

## NECESSITY

The business development field attracts talented professionals who often do not have a clinical or medical background. Having an understanding of clinical and therapeutic concepts and an ability to communicate effectively with behavioral health professionals is essential to this role. This training provides clinical literacy and education of the concepts and language needed to effectively execute this role.



## WHY SARAH?

Sarah combines her background as a mental health and addiction therapist with her business development experience. She is able to bring insights into the needs of clinical referents to help position your company and product to best reach this audience. she has trained BD professionals around the country, and has also worked in marketing and BD for companies along with her therapeutic work.



## TESTIMONIALS

*I have improved all key metrics for my role and specific goals. I have taken many trainings in the past, but Sarah's truly helped me to excel in my role. The insights provided were invaluable and I now use them in my day to day activities. It has immensely improved both my understanding of the industry, and my career as a professional in the mental health and addiction treatment industry*

~Tyler, BD Representative

*Sarah's thorough and clear training provided me with the necessary clinical information to convey services to other organizations in the space. I felt well-prepared in my role after completing my training.*

~Christina, BD Representative