

# AMS Curriculum Recommendations

Category	Hospital Distributor Reps	Long Term Care Reps	Physician Distributor Reps	Manufacturer Reps	Customer Service Reps
<b>Customers &amp; Markets</b>	<ul style="list-style-type: none"> <li>Understanding Hospital Customers</li> </ul>	<ul style="list-style-type: none"> <li>Understanding Long Term Care Customers</li> </ul>	<ul style="list-style-type: none"> <li>Understanding Physician Customers</li> </ul>	<ul style="list-style-type: none"> <li>Understanding Hospital Customers</li> <li>Understanding Physician Customers</li> <li>Understanding Long Term Care Customers</li> </ul>	<ul style="list-style-type: none"> <li>Understanding Hospital Customers</li> <li>Understanding Physician Customers</li> <li>Understanding Long Term Care Customers</li> <li>Selling to Surgery Center Customers</li> </ul>
<b>Policy &amp; Payment</b>	<ul style="list-style-type: none"> <li>Legal Issues in Healthcare Sales</li> <li>Medicare and Medicaid Fundamentals</li> <li>Bloodborne Pathogens and Healthcare Worker Safety</li> <li>Basics of HIPAA</li> </ul>	<ul style="list-style-type: none"> <li>Legal Issues in Healthcare Sales</li> <li>Medicare and Medicaid Fundamentals</li> <li>Skilled Nursing Facilities: Medicare Billing and Payment Fundamentals</li> <li>Bloodborne Pathogens and Healthcare Worker Safety</li> </ul>	<ul style="list-style-type: none"> <li>Legal Issues in Healthcare Sales</li> <li>Medicare and Medicaid Fundamentals</li> <li>Basics of HIPAA</li> </ul>	<ul style="list-style-type: none"> <li>Legal Issues in Healthcare Sales</li> <li>Medicare and Medicaid Fundamentals</li> <li>Bloodborne Pathogens and Healthcare Worker Safety</li> <li>Basics of HIPAA</li> </ul>	<ul style="list-style-type: none"> <li>Legal Issues in Healthcare Sales</li> <li>Medicare and Medicaid Fundamentals</li> <li>Basics of HIPAA</li> </ul>
<b>Products &amp; Procedures</b>	<ul style="list-style-type: none"> <li>The Human Body</li> <li>Clean, Aseptic and Sterile Technique</li> </ul>	<ul style="list-style-type: none"> <li>The Human Body</li> <li>Introduction to Healthcare Products: Skin and Wound Care, Infusion, Respiratory</li> </ul>	<ul style="list-style-type: none"> <li>The Human Body</li> <li>Introduction to Healthcare Products: Exam, Lab, and Diagnostics</li> </ul>	<ul style="list-style-type: none"> <li>Clean, Aseptic and Sterile Technique</li> </ul>	<ul style="list-style-type: none"> <li>The Human Body</li> <li>Introduction to Healthcare Products: Exam, Lab, and Diagnostics</li> <li>Introduction to Healthcare Products: Skin and Wound Care, Infusion, Respiratory</li> <li>Introduction to Healthcare Products: Surgery, Sterilization, and More</li> </ul>

# AMS Curriculum Recommendations

Category	Hospital Distributor Reps	Long Term Care Reps	Physician Distributor Reps	Manufacturer Reps	Customer Service Reps
<b>Sales Skills</b>	<ul style="list-style-type: none"> <li>Managing Accounts for Growth</li> <li>Managing Accounts for Profitability</li> <li>Time Management</li> <li>Precall Planning and Opening the Call</li> <li>Probing and Listening</li> <li>Making the Sales Presentation</li> <li>Overcoming Objections and Closing the Sale</li> </ul>	<ul style="list-style-type: none"> <li>Managing Accounts for Growth</li> <li>Managing Accounts for Profitability</li> <li>Territory Management: Allocating Calls for Maximum Productivity</li> <li>Precall Planning and Opening the Call</li> <li>Probing and Listening</li> <li>Making the Sales Presentation</li> <li>Overcoming Objections and Closing the Sale</li> </ul>	<ul style="list-style-type: none"> <li>Managing Accounts for Growth</li> <li>Managing Accounts for Profitability</li> <li>Territory Management: Allocating Calls for Maximum Productivity</li> <li>Time Management</li> <li>Precall Planning and Opening the Call</li> <li>Probing and Listening</li> <li>Making the Sales Presentation</li> <li>Overcoming Objections and Closing the Sale</li> </ul>	<ul style="list-style-type: none"> <li>Time Management</li> <li>Precall Planning and Opening the Call</li> <li>Probing and Listening</li> <li>Making the Sales Presentation</li> <li>Overcoming Objections and Closing the Sale</li> </ul>	<ul style="list-style-type: none"> <li>Time Management</li> <li>Probing and Listening</li> </ul>
<b>Supply Chain &amp; Distribution</b>	<ul style="list-style-type: none"> <li>Understanding the Distribution Business</li> <li>Selling Distribution Value</li> <li>Fundamentals of GPOs and Healthcare Contracting</li> </ul>	<ul style="list-style-type: none"> <li>Understanding the Distribution Business</li> <li>Margin Management for Distributor Salespeople</li> <li>Fundamentals of GPOs and Healthcare Contracting</li> </ul>	<ul style="list-style-type: none"> <li>Understanding the Distribution Business</li> <li>Margin Management for Distributor Salespeople</li> <li>Leveraging Manufacturer Partnerships</li> </ul>	<ul style="list-style-type: none"> <li>Understanding the Distribution Business</li> <li>Fundamentals of GPOs and Healthcare Contracting</li> <li>Selling through Distributors</li> </ul>	<ul style="list-style-type: none"> <li>Understanding the Distribution Business</li> <li>Selling Distribution Value</li> <li>Fundamentals of GPOs and Healthcare Contracting</li> </ul>

## CONTACT US:

For more information about AMS Sales Training, visit <https://www.hida.org/ams-training/home> or send an email to AMS Team at [support@hida.org](mailto:support@hida.org).