



## **CROSS-SECTOR SALES COLLABORATION**

### **FOR HEALTHCARE PROFESSIONAL**

**Certificate of Completion in Cross-Sector Sales Collaboration**

**Course Code: M059/25**

**Duration:** 2 Days

**Delivery Format:** Hybrid

**Target Audience:**

- Selgate Subsidiaries
- Sales Team

**Program Outcomes:**

Upon completion of this program, participants will be able to:

- Identify and implement cross-sector opportunities in healthcare.
- Foster collaboration between healthcare divisions to increase customer engagement and revenue.
- Use the Selangkah app for managing and promoting e-commerce initiatives.
- Apply strategic thinking in a collaborative healthcare setting.
- Develop and implement collaborative strategies in healthcare sectors.
- Effectively cross-sell healthcare services.

### **Detailed Syllabus**

#### **Module 1: Understanding Cross-Selling in Healthcare**

**Outcome:** Participants will be able to define cross-selling in the healthcare context, recognize its benefits for various healthcare sectors, and identify real-world examples of successful cross-selling initiatives.

**Topics:**

- Introduction to cross-selling
- Benefits of cross-sector collaboration
- Real world healthcare example

**Activities:**

- Interactive lecture and discussion on the principles of cross-selling and its specific application within clinics, labs, dental practices, and pharmacies.
- Brainstorming session on the advantages of cross-sector collaboration for both patients and the business.

**Assessments:**

- Short quiz defining cross-selling and listing its benefits.
- Brief written analysis of a provided healthcare scenario, identifying potential cross-selling opportunities.

## **Module 2: Collaborative Strategies for Healthcare Sectors**

**Outcome:** Participants will be able to identify and apply various tools and methods for effective collaboration across different healthcare divisions and understand how to bundle services effectively with real-world examples.

**Topics:**

- Tools & method for collaboration
- Case example: Bundling services in healthcare

**Activities:**

- Presentation and explanation of different collaboration models and tools suitable for healthcare teams.
- Group activity focused on identifying potential bundled service offerings that involve multiple healthcare divisions.

**Assessments:**

- Matching exercise linking collaboration tools with their applications in a healthcare setting.

- Group assignment to develop a bundled service offering proposal involving at least two different healthcare sectors.

### **Module 3: Introduction to Selangkah Apps**

**Outcome:** Participants will gain an overview of the Selangkah app's functionalities and understand how it can be used for strategic e-commerce guidance, creating offers, and promotion within the healthcare context.

**Topics:**

- Overview of Selangkah Apps
- Practical guidance: Creating offers & promotion

**Activities:**

- Demonstration of the Selangkah app's key features relevant to cross-selling and customer engagement.
- Guided exercise on navigating the app and identifying features for creating promotional offers or bundled services.

**Assessments:**

- Short answer questions about the Selangkah app's features and their potential use in cross-selling.
- Practical task (if feasible) where participants outline how they would use the Selangkah app to promote a specific bundled service.

### **Module 4: Hands-on Collaboration Training**

**Outcome:** Participants will be able to actively participate in group exercises to brainstorm and develop practical collaboration ideas that can be implemented within their respective healthcare settings.

**Topics:**

- Group exercise to brainstorm & develop collaboration ideas

**Activities:**

- Facilitated group brainstorming sessions focused on generating cross-sector collaboration initiatives.
- Interactive exercises where participants work together to develop specific collaboration plans or projects.

**Assessments:**

- Observation of group participation and contribution to the brainstorming and development of collaboration ideas.
- Brief written summary of the collaboration ideas developed by the group and the steps for potential implementation.

**Module 5: Strategy Implementation & Monitoring**

**Outcome:** Participants will understand the step-by-step process for launching collaborative campaigns and learn methods for monitoring results and gathering feedback to optimize their strategies.

**Topics:**

- Step-by-step guide to launching campaigns
- Tools for monitoring results and gathering feedbacks

**Activities:**

- Presentation outlining a step-by-step guide for implementing cross-sector collaboration campaigns.
- Discussion on key metrics for monitoring the success of collaborative initiatives in healthcare

**Assessments:**

- Sequencing task where participants order the steps involved in launching a collaborative campaign.
- Short essay describing how they would monitor the results and gather feedback for a specific cross-selling initiative.