



How to reach the right people in Healthcare – #1 The Stakeholder Map

Stakeholder Checklist

Selling to healthcare is complex and involves multiple stakeholders. Experienced salespeople know that to close deals with healthcare organizations you have to identify all those who have a stake in the decision to buy your solution.

Here is a checklist of stakeholders:

- Champion** - The single most important stakeholder. The person in the organization who wants their organization to buy your solution and will jump through hoops to make you successful.
- Problem Owner** - The person who owns the problem you are solving.
- Decision-maker(s)** - The person or people who are responsible for the final decision
- Budget-owner** - The person who has the budget for the solution
- Influencer(s)** - People who can affect the requirements and other factors that go into the decision.

Stakeholder Map

We created this simple framework to help you map your stakeholders.

	Name	Title	What problem do we solve for them?	What is their attitude to our solution?
Champion				
Problem Owner				
Decision-maker				
Budget Owner				
Influencer 1				
Influencer 2				
Influencer 3				

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- Why relationships matter
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How can I help you?



Would you like to book a 1:1 call to discuss your growth goals and challenges:

- What challenges are you facing?
- What is getting in the way of growing your sales?
- How is your marketing performing?
- What special initiatives do you need help with?

I would love to speak with you and learn more about what you are trying to achieve.

Email me at adam@healthlaunchpad.com or call me on 862 222 6193

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