

medbest.

TRAINING PROGRAMME – 2ND HALF-YEAR OF 2020.
Training for distributors' sales force and service staff.



GREINER

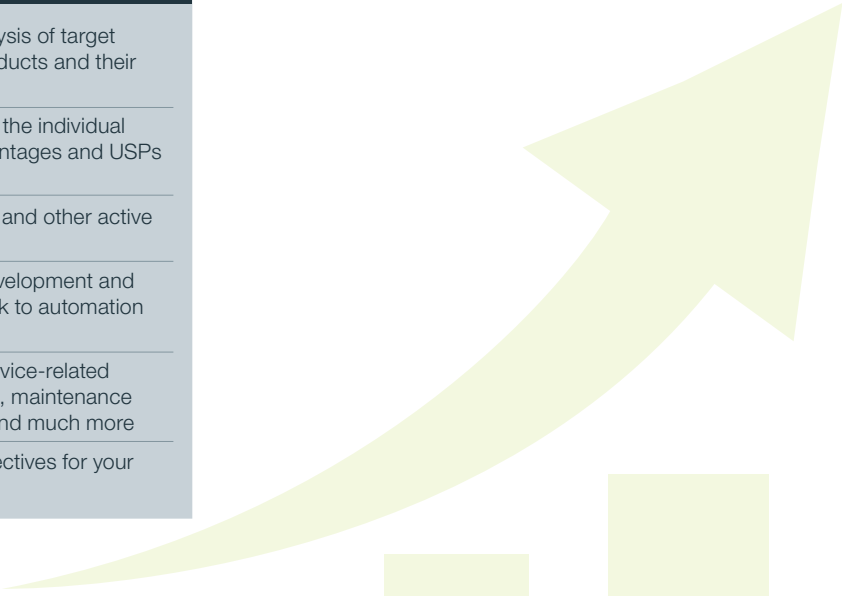
PRODUCT AND SERVICE TRAINING LIVE AND ONLINE.

Close cooperation with our sales partners is an essential part of the GREINER medbest success story. Together we are highly competent and therefore competitive in the broad clinical field. The GREINER offer for an outstanding qualification of your sales teams and customer service technicians on the one hand, and your great willingness for further training and certification on the other hand, guarantee a brand-appropriate appearance for our mutual customers.

At the GREINER customer center, we offer product and service training for our distributors several times a year. The offer is specific and is aimed at relevant target and interest groups. So visit us at our company headquarters in Pleidelsheim, Germany, take a valuable direct look at production, get to know your contacts personally and benefit from the expertise of our specialists. Small groups, execution under hygienic conditions, system relevance of the operation – excellent conditions for classroom training. Alternatively all technical and didactic opportunities are available to offer online trainings and lectures from the GREINER virtual classroom.

Top skills for your sales force and service

- ♦ Market – opportunities – perspectives: Analysis of target groups needs for the specific GREINER products and their solution and benefit potential
- ♦ Competitive advantage: Intensive training of the individual hands-on performance features, sales advantages and USPs for a convincing argument
- ♦ Sales training for professionals: role-playing and other active sales scenarios
- ♦ We design quality: Insight into GREINER development and manufacturing processes, from manual work to automation and digitisation
- ♦ Competence and service: Training on all service-related topics, hands-on, function and construction, maintenance requirements, error analysis, piece testing and much more
- ♦ SMT SMART DIGITAL EXPERT: New perspectives for your sales – qualification as "digital specialists"



**"Coming together is a start;
keeping together is progress;
working together is success."**
The GREINER motto based on Henry Ford.

we design
quality.



MEDBEST SALES BASIC.

What you take home: Main part of the basic training is an extensive insight into the products of GREINER medbest – from development and construction to manufacturing and showroom presentation.

- ◆ Company tour and meeting with your contact persons across the entire value chain
- ◆ Intensive hands-on product and sales training
- ◆ Use of special marketing and sales tools such as catalogue, brochures, website, YouTube videos
- ◆ MEDBEST SALES BASIC certificate

What you should bring along: You should be active as a distributors' decision-maker and/or as a medical technology specialist or salesperson in the field for your customers. And you should deal extensively with the GREINER brand world. You pay for arrival/departure and overnight stay – GREINER will be happy to make reservations at affiliated hotels on favourable terms.

Included in the scope: 1.5 days of training, GREINER specialists/trainers, modern training facilities, catering during the training periods, an attractive supporting programme.

Upcoming events

- ◆ 05.10.2020 + Medbest Sales Basic english –
06.10.2020 Q4/1-2020
- ◆ 02.11.2020 + Medbest Sales Basic english –
03.11.2020 Q4/2-2020

Online at your choice: Lectures and lessons individually arranged in online meetings (Skype, Zoom) on request.

MEDBEST SALES ADVANCED.

What you take home: This follow-up training is aimed at certified product specialists who have already completed the basic training. Accordingly, this is about refreshing, your feedback on the application of the skills you have learned, trends and news.

- ◆ News, innovations, additions, further development of products
- ◆ Sales strategies as well as special and individual problem-solving approaches
- ◆ Target group analysis and new market opportunities, e.g. patients' comfort during dialysis and chemotherapy, new therapy options, digitisation etc.
- ◆ Hands-on product and sales training, role-playing on an advanced level
- ◆ MEDBEST SALES ADVANCED certificate

What you should bring along: You are a distributors' decision-maker and/or a medical technology specialist or salesperson in the field and are interested in the background of new product solutions. You pay for arrival/departure and overnight stay – GREINER will be happy to make reservations at affiliated hotels on favourable terms.

Included in the scope: 1.0 days of training, GREINER specialists and/or internal or external trainers, modern training facilities, catering during the training periods, an attractive supporting programme.

Upcoming events

- ◆ 08.10.2020 Medbest Sales Advanced english –
- ◆ 15.10.2020 3 x in Q4-2020
- ◆ 22.10.2020

Online at your choice: Lectures and lessons individually arranged in online meetings (Skype, Zoom) on request.

top skills.



SMT SMART DIGITAL EXPERT.

What you take home: This training is aimed at certified product specialists who, as digital specialists, are ready for new markets. Accordingly, it is about digitisation in clinics and practices, patient communication, specific offers from clinic operators, trends and news. This qualification and certification is binding for the distribution of the new GREINER SMT Smart Media Table.

- ◆ Innovations for patient communication
- ◆ Stay connected – the unique added value for patients with the SMT
- ◆ Installation and application of the SMT by the nursing staff in clinics and practices
- ◆ Online and offline applications - web, apps, BYOD (smartphone connection), hospital TV
- ◆ Data security and privacy statement
- ◆ SMT SMART DIGITAL EXPERT certificate

What you should bring along: You are a medical technology specialist or salesperson in the field, a digital specialist or are currently orienting yourself towards this area. You pay for arrival/departure and overnight stay – GREINER will be happy to make reservations at affiliated hotels on favourable terms.

Included in the scope: 1.0 days of training, GREINER specialists and/or internal or external trainers, modern training facilities, catering during the training periods, an attractive supporting programme.

Upcoming events

- ◆ 07.10.2020 SMT Smart Digital Expert english –
- ◆ 14.10.2020 4 x in Q4-2020
- ◆ 28.10.2020
- ◆ 04.11.2020

Online at your choice: Lectures and lessons individually arranged in online meetings (Skype, Zoom) on request.



"Made by GREINER means made in Germany. A consistently high standard is applied in the development and production of GREINER chairs."



AFTER-SALES SERVICE.

What you take home: All service-relevant information is given in theory and practice, a hands-on training for the replacement of parts is included as well as a detailed fault analysis procedure Hi and STK examination. Furthermore, the assembly and set-up of the single products is examined in theory by means of exploded drawings and in practice.

- ◆ Company tour and meeting with your contact persons for technology and customer service
- ◆ Function and design of products and the consequence for maintenance needs
- ◆ A perfect brand experience for the life of the product
- ◆ Rectification of faults, error analysis, piece test, service manual and much more
- ◆ MEDBEST SERVICE PROFI certificate

What you should bring along: You help your customer as a customer service technician or medical technology specialist. You pay for arrival/departure and overnight stay – GREINER will be happy to make reservations at affiliated hotels on favourable terms.

Included in the scope: 1.0 days of training, GREINER specialists and trainers, modern training facilities, catering during the training periods, an attractive supporting programme.

Upcoming events

- ◆ **16.10.2020** Medbest After-Sales Service english – Q4/1-2020
- ◆ **06.11.2020** Medbest After-Sales Service english – Q4/2-2020

Online at your choice: Lectures and lessons individually arranged in online meetings (Skype, Zoom) on request.

SUPPORTING PROGRAMME.

We are very proud to have built up a great network of professional sales partners over the years. And that is why we are very grateful that so many partners always travel so far to take part in our training courses and events. We also see it as our responsibility to establish talking on a personal level beyond the business relationship.

We are happy to organise a supporting programme with offers such as a visit and guided tour through the Mercedes or Porsche museum, wine tasting and more to bring you closer to the region and the surrounding area of GREINER. The emotions of the participants and the memories of all these events speak for themselves.



meet @ medbe



SUCCESS STORY.

Find out for yourself what measures GREINER takes to support your activities in the market and with your customers. The range of product and technical training courses for your sales and service staff at the GREINER customer center in Pleidelsheim ensures that you have convincing expertise, perfect consulting skills and the security of further education on a legal basis.

Take time for a sales or after-sales service training – on request in conjunction with smart "events" for your employees. Motivation, product knowledge and sales arguments are conveyed by qualified trainers. All participants receive an individual certificate.



CONTACT.

Now take the opportunity to bring your employees' consulting, sales and service skills to an even higher level in 2020. For the benefit of your customers, for the success of your tasks. Your contact persons at GREINER on the subject of training and education:



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"Perfect location for success
in partnership: You are welcome
to use the GREINER customer
center for your own conference
after consultation."

st.



we design quality.

Agreeably health-promoting seating has motivated us since 1922. For decades we have been making high-quality, technically sophisticated couches within the medbest range. Our innovative devices for examination, dialysis, oncology, blood sampling, care and transport are all made in Germany. Our quality commitment is verified by an independently audited quality assurance system: GREINER is certified under DIN EN ISO 9001 and 13485.



Test mark for
quality management system



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Registration deadline: 10 days before the start of training.

You pay for arrival/departure and overnight stay – GREINER will be happy to make reservations at affiliated hotels on favourable terms. The training courses, meals during the training periods and an attractive supporting programme are free of charge.

Registration.

Fax +49 7144 8112 99

Mail alicia.petzold@greiner-gmbh.de or bettina.bub@greiner-gmbh.de

☐ Gladly I/we attend the following training course(s).

- | | | | | |
|--|--|--|-------------------------------------|-------------------------------------|
| ☐ MEDBEST SALES BASIC. | ☐ 05.10.2020 + 06.10.2020 | ☐ 02.11.2020 + 03.11.2020 | | |
| ☐ MEDBEST SALES ADVANCED. | ☐ 08.10.2020 | ☐ 15.10.2020 | ☐ 22.10.2020 | |
| ☐ SMT SMART DIGITAL EXPERT. | ☐ 07.10.2020 | ☐ 14.10.2020 | ☐ 28.10.2020 | ☐ 04.11.2020 |
| ☐ AFTER-SALES SERVICE. | ☐ 16.10.2020 | ☐ 06.11.2020 | | |

☐ We prefer the attended training course(s) online.

Please manage a session on ☐ Skype ☐ Zoom

Please reserve a room/rooms in my/our name in a nearby hotel recommended by GREINER.

☐ _____ No. of rooms at a rate of < 100.00 EUR, excl. breakfast.

Name/company/address/contact/attendant(s) – please fill in legibly:

Date/stamp/signature

For any requests please contact Alicia Petzold +49 7144 811232 or Bettina Bub +49 7144 811277.



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