



## IMS Experts 2017 Newsletter

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### September 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

### Office Hours:

Monday – Thursday 9-5  
Friday 9-3



For many sales reps, a double or triple digit revenue increase is the direct result of adding new products to your portfolio. Please contact us if you would like help.



IMS Experts wants to express our well wishes for those affected by Hurricane Harvey.

For those who wish to donate please go to [www.redcross.org](http://www.redcross.org).



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IMS Experts is proud to be participating once again in Mansfield's Senior Lifestyles Health & Wellness Expo. The Senior Lifestyles Health & Wellness Expo is part of a national initiative to improve the mental, physical and emotional health of older persons and their families. There will be door prizes, free health screenings, and much more!

Event Location: Mansfield Activities Center 106 S. Wisteria St. Mansfield, Texas 76063

Date: Friday, October 13, 2017

Time: 9:00am-11:00am



# Sales Experts Providing Their #1 Tips



1. Show vulnerability to your customers and prospects. Opening up and showing you're a real person lowers a prospect or customer's guard and starts the conversation." Paula Rainford, Account Executive (SMB), Salesforce

"It's not just who you know, but what you know about who you know. Use social networks like LinkedIn and Twitter to learn about your buyers' interests, skills, experience, common connections, shared groups, education, and circle of influence." Jill Rowley, Social Selling Evangelist & Startup Adviso

2. Use technology to one-up the competition.

"While making targeted, meaningful relationships should be your ultimate goal, analyzing your sales activity data will no doubt reveal certain statistical realities. So if your goal is to close 10 new accounts this quarter, spend an hour to calculate how many calls, emails, meetings and other activities you'll need to get there." William Tyree, CMO, RingDNA

"When reps love their jobs, customers can sense it, and the results are always better. Technology that improves reps' workflow and productivity not only makes them more efficient, but also helps them sell better. When reps are bogged down by trivial tasks, it creates frustration that can impact sales success." Howard Brown, CEO, RingDNA

3. Negotiate throughout the sales process.

"The fewer dimensions to your communication, the less leverage you have. Email better than texting, phone better than email, video conference better than phone, live conversation better than any of them. Multi-dimensional communication allows you to not only communicate, but read the other side more accurately and quickly to move the deal forward and across the finish line." Matt Heinz, President, Heinz Marketing Inc.

4. Must-have tips for all salespeople

"Certain words and phrases simply have magical powers. The word 'because' is one of them. In a sentence, the conjunctive 'because' triggers the listener's brain to say, 'Oh, the thing I'm going to hear after this word will be a justification for the thing I heard before it,' and the magical way this word works can be a formidable ally in your sales efforts!" David Priemer, VP Sales, Salesforce

5. Close the deal.

"The fastest path to any decision is a direct one. As salespeople, we have forgotten how to be direct. When you are trying to close a deal say, 'Bob, if you were me, would you forecast this deal to close this month or next?' Don't be afraid to be direct!" Trish Bertuzzi, Chief Strategist, The Bridge Group

# Trend Universal ROM Knee Brace

HCPCS: L1832/L1833

**Description:** Highly patient compliant Universal ROM knee brace built for optimal support and patient comfort.

## Common Examples of Use

- Mild and moderate ACL, PCL, MCL, and LCL sprains
- Meniscal instabilities
- Patellar instabilities
- Mild osteoarthritis



This brace uses a breathable advanced fabric to make it extremely light weight and breathable. The fabric also incorporates a moisture wicking design to keep the area cool at all times. The straps on the brace also have a rubber tab at each end making it easier for patients to don and doff. This brace is not only extremely supportive and patient compliant but it also has a cool design that patients won't mind wearing. All this is a universal design dramatically reducing your inventory needs.



# SecuTec Genu



## HCPCS: L1845/L1852

Functional orthosis for stabilization of the knee

A torn ligament, collateral ligament injury or operation on the meniscus can mean that the knee joint needs to be stabilized from outside for a period of time. SecuTec Genu is a lightweight but sturdy knee orthosis, designed to fit the anatomy of the leg. It is easy to put on and take off, fits perfectly and is very comfortable to wear.

- Strong stabilization of the knee
- Extremely lightweight and flat
- High level of wearing comfort

### STABILITY AND COMFORT

The SecuTec Genu is simply put on to the leg from the front. There is therefore no need to bend the knee joint sharply. This minimizes stress peaks on the ligaments or ligament structures that are under strain. Orthotists can easily adapt the frame to fit any particular leg shape.



Size	Upper Circumference*	Lower Circumference*
1	38–42	28–32
2	41–45	31–35
3	44–49	34–38
4	48–53	36–40
5	51–57	39–43
6	54–60	42–46
7	60–72	46–51

\*all dimensions in cm





### **Self-Care Awareness Month**

Self-Care Awareness Month in September is a time to remind us that taking care of ourselves, first and foremost, is essential. Self-care is often neglected in our everyday lives. We all tend to put others needs before our own and it is crucial to remember, that we cannot fill another's cup from our own empty vessel. While getting a massage or taking a walk are beautiful examples of taking time for our well-being, self-care can be more expansive than that.

Self-care knows no boundaries. It is something that everyone, without any exclusions, can benefit from practicing on a daily basis. True self-care is not self-centered nor selfish; it is simply keeping yourself the focus of your own life. It's about paying attention to how you feel in each moment, communicating clearly, speaking up for yourself and saying yes or no...guilt free.

### **How to Observe**

Use the month of September to make self-care a part of your daily routine – practice being good to yourself. It can be as simple as a conscious breathe in the morning or as luxurious as time away from the pressures of everyday life. The kindness we show towards ourselves will manifest into a kinder world.

Show us how you take care of yourself by using the following hashtags when posting on your social media accounts:

#SelfCareAwarenessMonth #selflove #selfcarechallenge #evolutolive

Follow Evolve to Live on [Instagram](#) and on [Facebook](#) for the 30-Day Self-Care Awareness Month Challenge.