

(Download free pdf) Home Health Marketing Bible: The 4-Dimensional Approach

Home Health Marketing Bible: The 4-Dimensional Approach

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Maxim A. Azarov : Home Health Marketing Bible: The 4-Dimensional Approach before purchasing it in order to gauge whether or not it would be worth my time, and all praised Home Health Marketing Bible: The 4-Dimensional Approach:

0 of 0 people found the following review helpful. ExpensiveBy Liz in ColoradoThe book had very good information, but I think it was grossly over priced. I was willing to pay it because it was what I needed at the time.2 of 4 people found the following review helpful. "Save Your Money"By Wasted \$\$\$\$The reviews so far, all seem to think this book is great. I think they must not have really read this book. This book is mostly a very mild general overview and theory. There really isn't an meat on the bone in this book. This book is not worth your time or money, I know it wasn't worth mine! I became fully disappointed by the start of chapter 4, but I went ahead and finished it to make certain that I wouldn't miss something. Well, I was even more unsatisfied after I finished. BOTTOM LINE - SAVE YOUR \$\$\$3 of 5 people found the following review helpful. Home Health Marketing BibleBy dsnugeI'm amazed this low quality publication would actually price itself at \$130+. First, it's a tough read given the author's refusal to hire an editor. The text is replete with grammatical errors, which is indicative of the author's background as a native of Russia without mastery of the English language and grammar. I'm not criticizing him for that, but if you are going to publish a book at this cost, please make it a professional product. Also, don't create huge spaces between paragraphs to make it seem like there is more substance than actually exists. It's an obvious marketing ploy.I will say this was the first marketing book I have seen dedicated (seemingly, notwithstanding all the pharma references and examples) to home health agencies. However, the grammar school level of writing was difficult to get past. The website is also not working, as

has been referenced by other commenters.

The home health industry has been around for decades and yet, until this day, professionally guided sales training is still noticeably absent in home health marketing. Unlike its more established counterparts in the medical industry, home health sales force development is often based on a "sink-or-swim" approach when it comes to sales training related to physician /case manager marketing. This book is about working and selling smart. The strategies described in this book are a gold mine for a sales person who is willing to work at the top income level. It is the most comprehensive, systematic, and practical guide for home health sales on the market today, founded on the inside information and real-world practices of some of the major, first-class companies. If you are a sales person working for a home health agency, bring this book with you on every sales call, read it, write in it, highlight it, make notes and jot down ideas. If you are a pro-active sales manager or a company owner, this book is a must-have tool for training every new sales employee as well as for all those who can benefit from learning all the innovative strategic approaches in it. Supercharge your sales team and start reaping the rewards - today.