



NCPA  
MEET. LEARN. SUCCEED

115th Annual Convention  
and Trade Exposition  
October 12-16, 2013

**Close the Deal!**  
*LTC Pharmacy Markets*  
**2013**  
*Irving Stackpole*

## **Program**

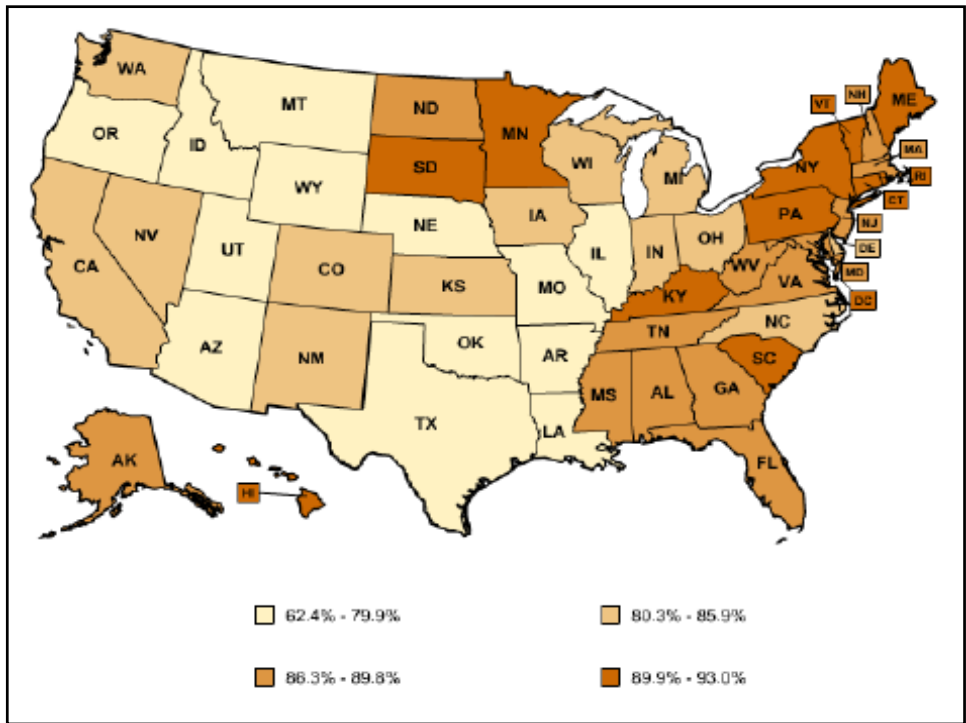
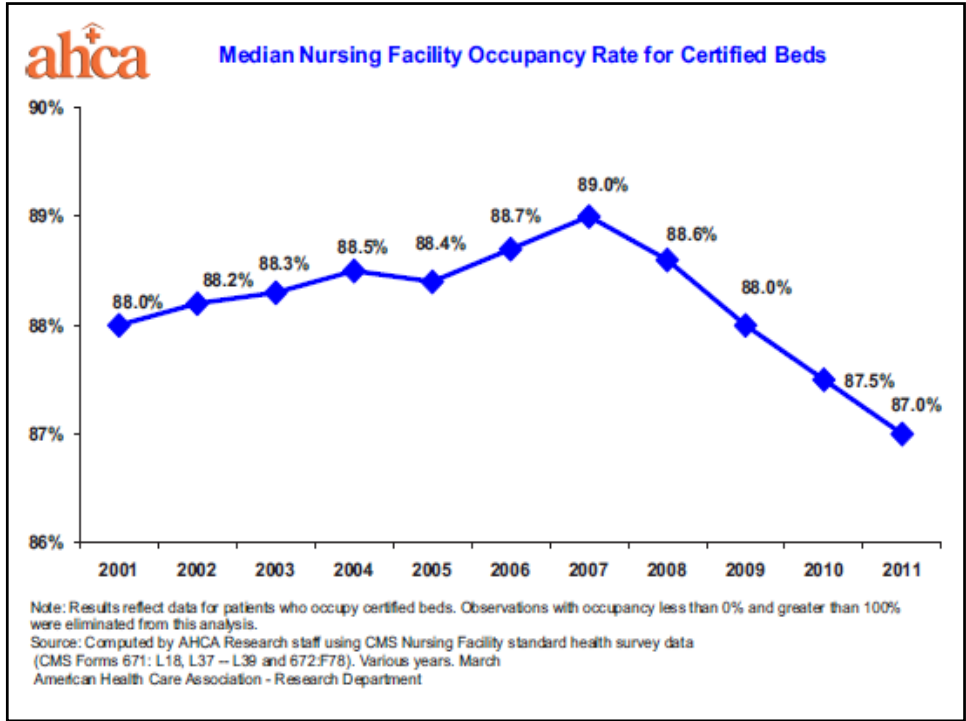
- *Context of the Markets & Marketing (Irving)*
  - *What you should and need to know*
- *You've got the RFP – Now what? (Frank)*
  - *Effective, sustainable Proposals*
  - *Get the business w/o getting crushed*
- *Selling to Humans (Irving)*
  - *Sales – the contact sport*
- *Q&A*

## ***The Market Challenge***

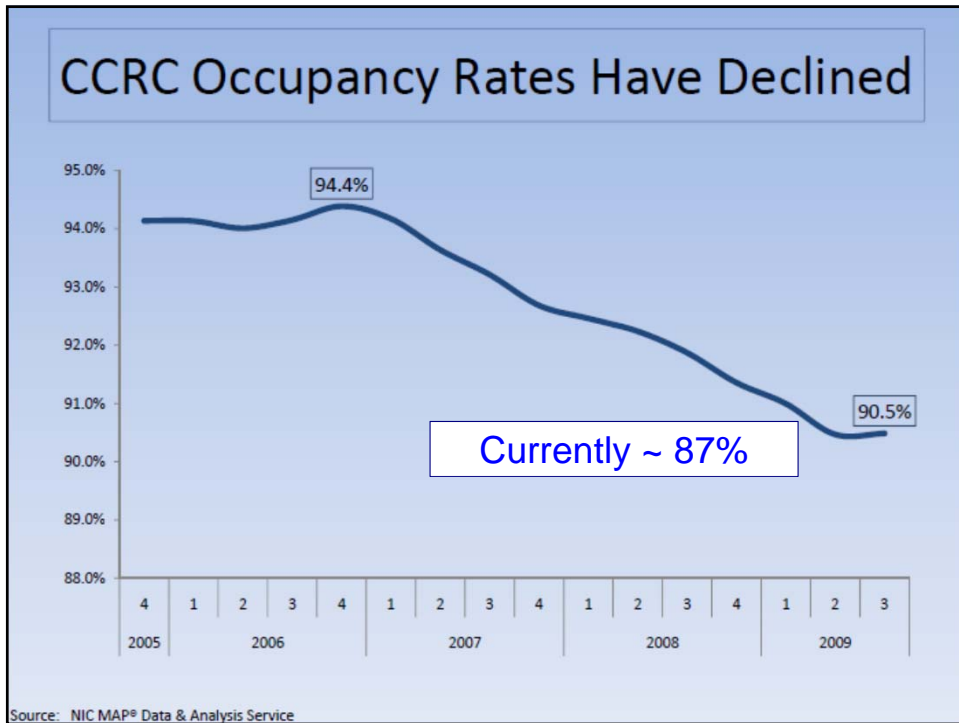
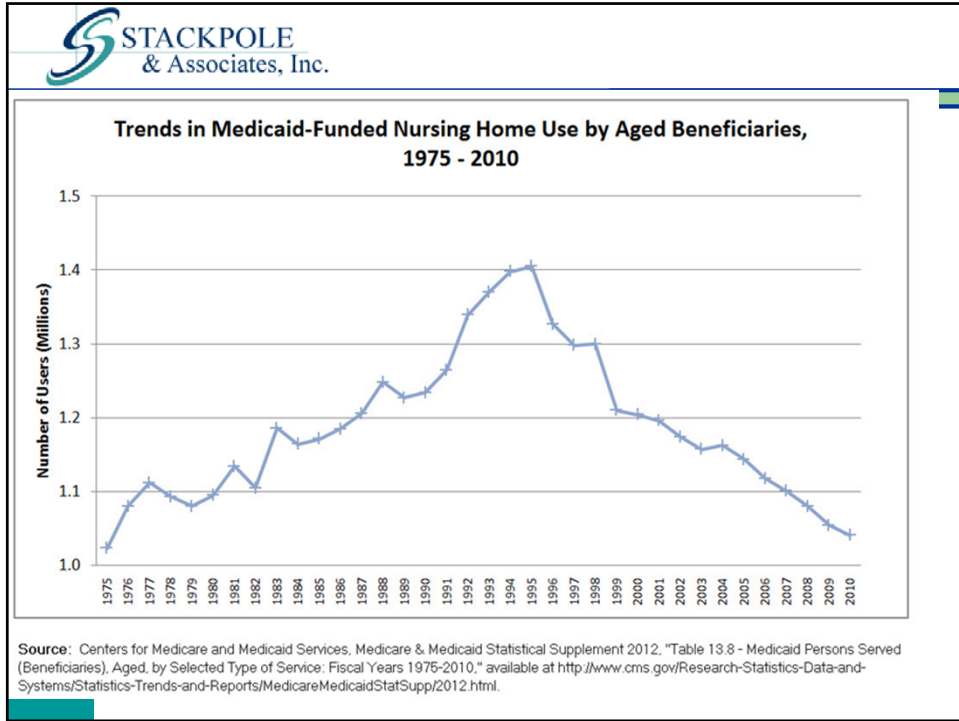
- *Seniors' Care / Services*
- *Quantity of Demand*
- *Quality of Demand*
- *Supply – aging & contracting*
  - *No new supply*
- *Hyper-competitive markets*
  - *Frontline*

## ***Quiz***

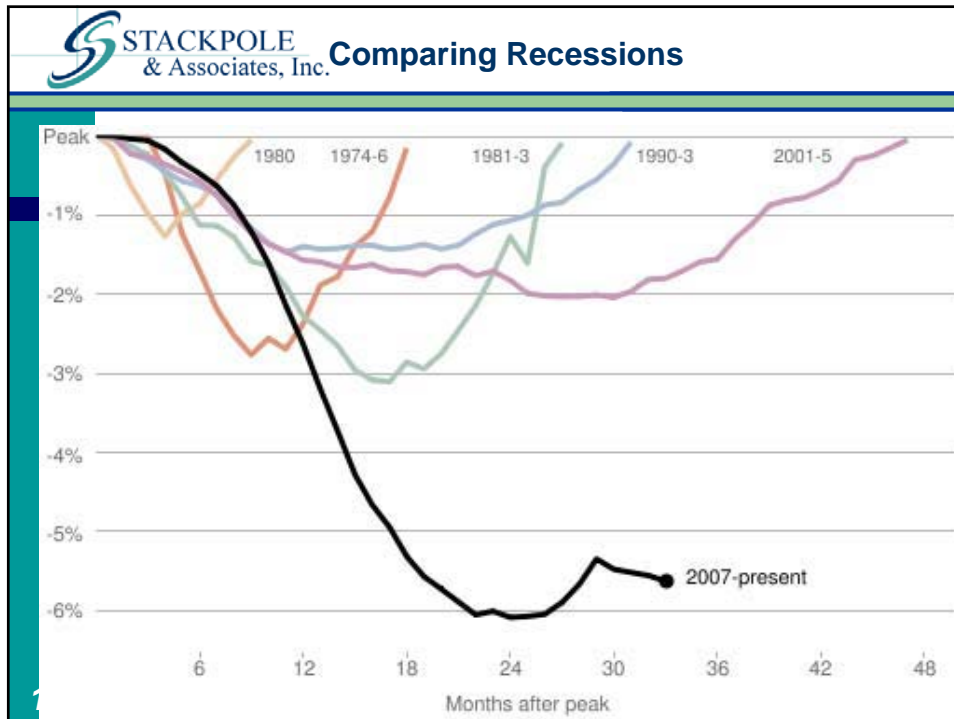
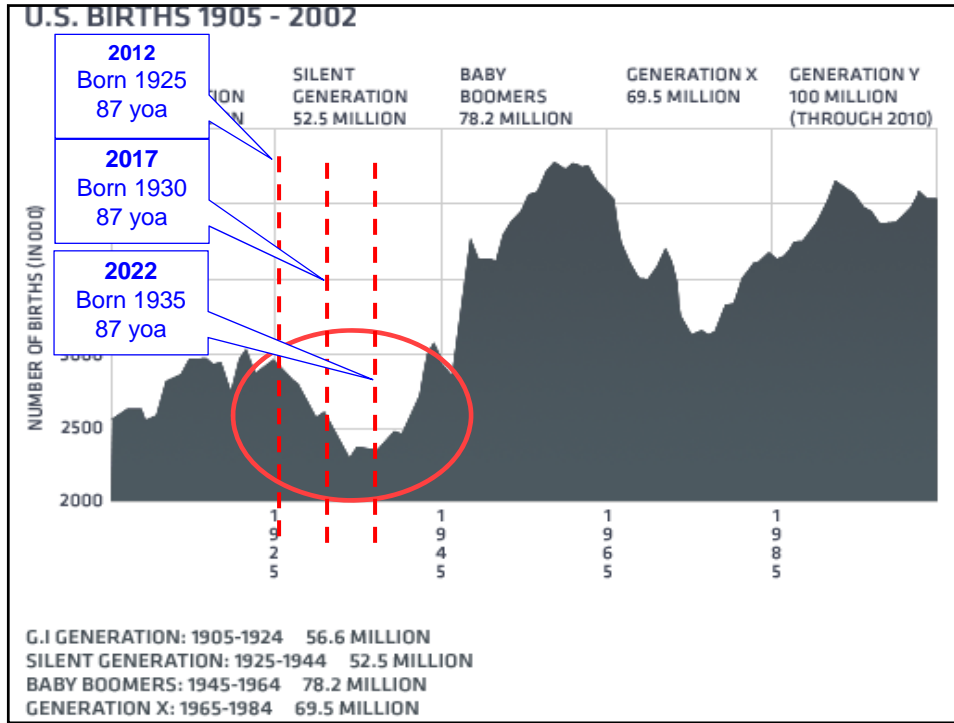
- *The aged cohorts are*
  - A. *Increasing*
  - B. *Decreasing*
  - C. *Some going up, some going down*
  - D. *Staying about the same*



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## Conclusion

- *To Quote Randy Newman*

*“It’s a Jungle Out There”*

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## Facts of Life

- *The age qualified market is shrinking*
  - *How can YOU help?*
- *Younger markets are not large enough*
- *Continued pressure on payments*
  - *What role does pharmacy play?*
- *Continued pressure on utilization*
- **MARKETING - most important organizational function for the next 5+ years**

## *Marketing*

- *Management of the company / customer interface*
  - *What do they think of us?*
  - *How to manage how they think of us?*
- *Generating leads*
  - *How many referrals*
- *Raising / maintaining awareness*
  - *When the need arises, who do “they” think of?*

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## *A Few Definitions - For Clarity!*

### *Sales*

- *Behaviors which persuade and influence customers and consumers to select yours vs. others'*
  - *Securing commitment*

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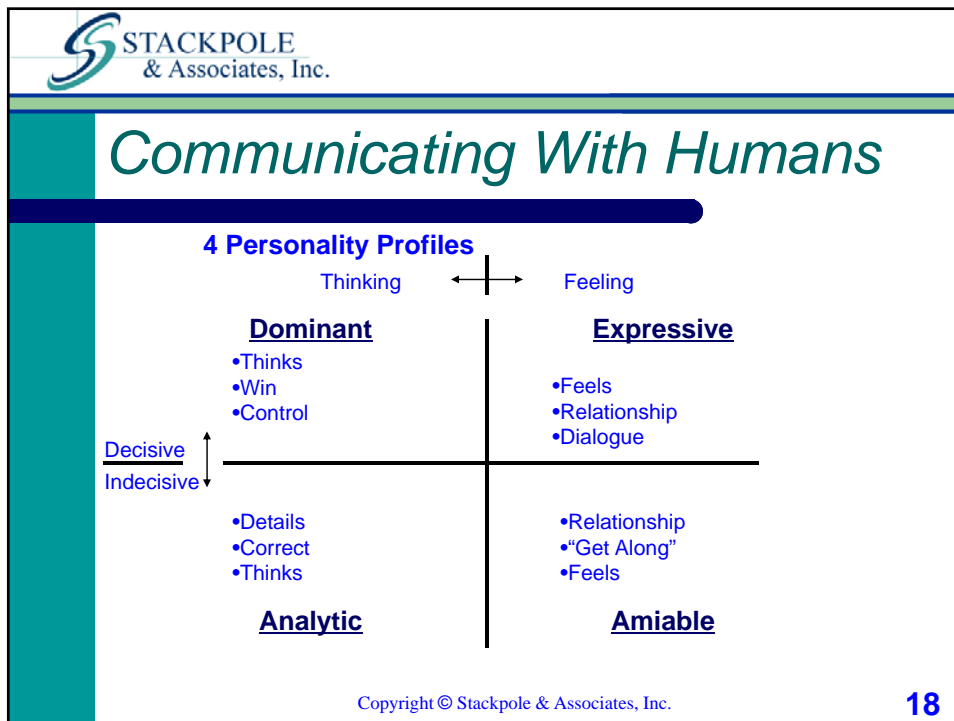
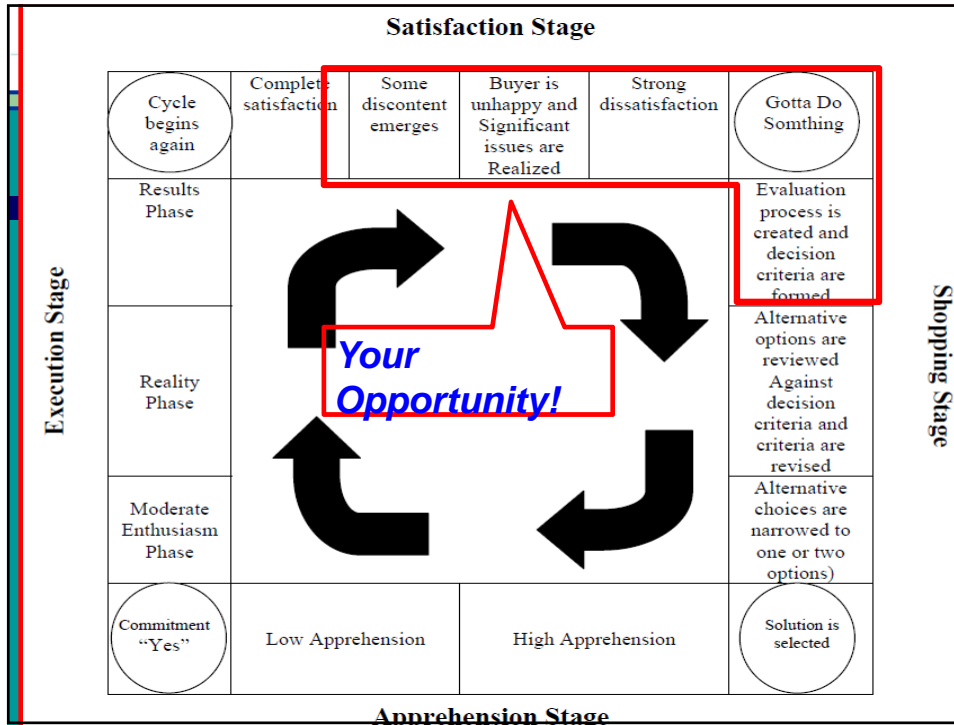
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## *When Does “Selling” Happen*

- *When do you start to “sell”?*
  - *Influence*
- *What behaviors = success?*
  - *The E/M ratio*
- *How do you know when you’re done?*
  - *Stackpole’s Law #1*


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*Cheap subliminal suggestion* →



*Thank you!*

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