

# CLEAR-THINK

# MORE SALES, A BIT EASIER



## Workshop with the CLEAR-THINK Framework

### Short-term, looking for leverage points, ending with an action plan

With our experience in Medical Devices (75 years) and the Clear-Think framework, we are certain we can assist your team in identifying the key **Sales, Marketing, and Strategy** areas for your immediate focus and action. The workshops are short-term engagements, lasting just a few days, focused on identifying key leverage points and collaboratively crafting an action plan.

The Sales and Marketing Workshop is customized to fit your business needs, guided by the adaptable **Clear-Think** structure, which can be tailored based on individual preferences and current circumstances. Workshops can be conducted either in person or remotely, with remote sessions typically spread over a few weeks, each lasting a couple of hours. In-person workshops may incorporate a small remote element for preparation, but generally span 1-3 days.

### Special

What sets this workshop apart is its foundation in the Clear-Think Framework. You can see an interactive version of the Clear-Think Framework [here](#). Additionally, the workshop is led by those with extensive experience in Medical Devices; 75 years combined, 50 of those in senior leadership roles. Additionally the team has 25 years of teaching Strategy, Marketing and Entrepreneurship in MBA programs.

---

[Clear-Think.com](http://Clear-Think.com) 203.640.0268 [craig@clear-think.com](mailto:craig@clear-think.com)

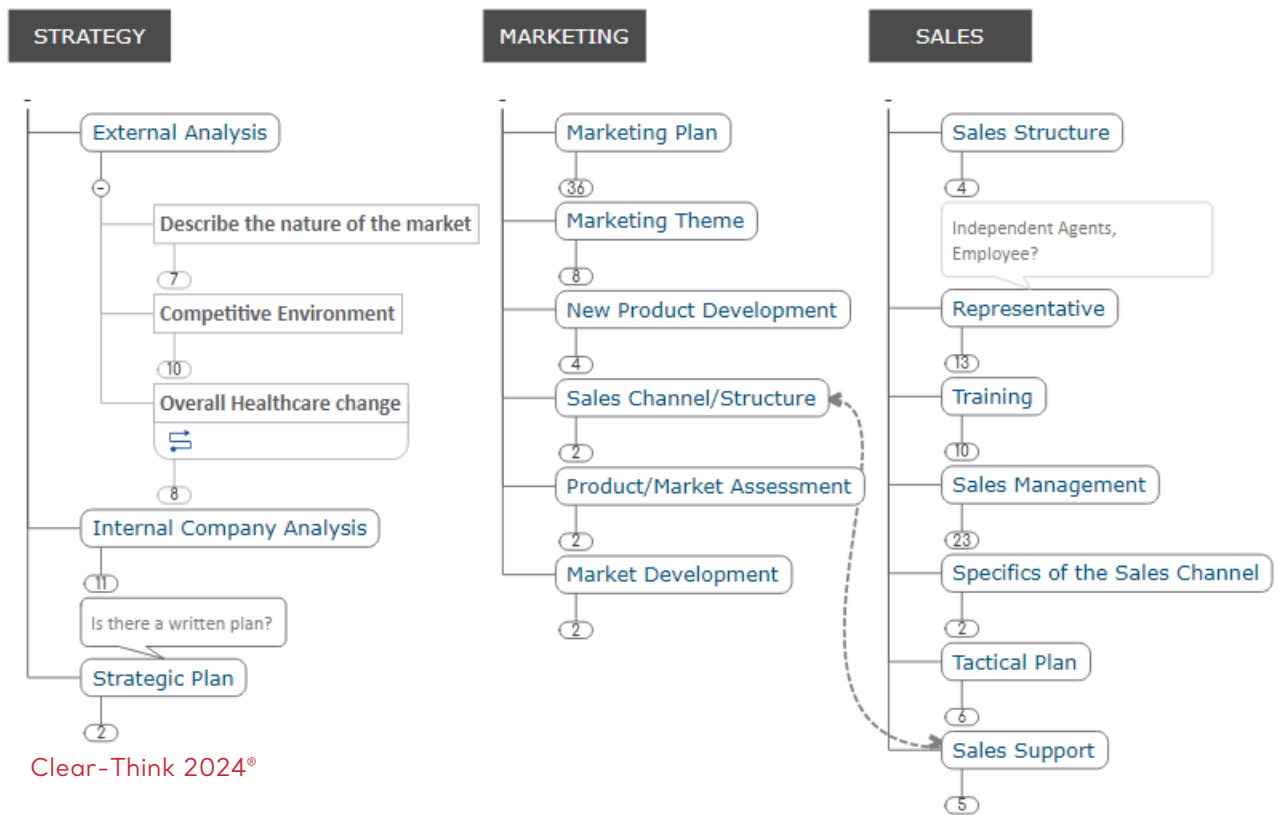
Old Saybrook, Connecticut

## The Framework

The Framework encompasses all the elements relevant to the growth of Medical Device manufacturers, including **Strategy**, **Marketing**, and **Sales**. Given differences in organizational size and complexity, not every item may apply. Those that do not will be addressed in preparation for the workshop, while additional elements can be incorporated as needed.

The workshop is centered around this framework, beginning with the identification of the most critical area in your business. We then proceed systematically, with the aim of developing an action plan to address the most significant opportunities.

Below are the main categories for discussion. The small numbers below each box indicate the number of other elements contained within each category. The [interactive](#) version allows you to explore these elements within the framework.



## Goal

The goal is to develop a solid action plan tied to key implementation steps.

## **What are the steps**

After engagement we work with the leadership team to develop an understanding of the special nature of your business and adjust the framework.

We then decide on how to schedule the workshop for your team.

## **Contact Us**

For more information please contact us: [craig@clear-think.com](mailto:craig@clear-think.com) or visit [clear-think.com](http://clear-think.com)