

TOTAL JOINT ORTHOPEDICS | *OrthoPost* | October 2017

National Sales Training

We had a great turnout last week in Salt Lake City for our first stand-alone National Sales Training. Topics, which ranged from how to expand your business to handling objections, were led by a panel of guest surgeons: Dr. Aaron Hofmann, Dr. Daniel Mangiapani, and Dr. Thorsten Seyler. Some of the highlights included guest speaker Dr. Harold Dunn's presentation on the History of Orthopedics, an informative hands-on workshop, and speed selling sessions. We were also joined by vendors from LINK/BIO and CeramTec who presented.

From left to right: Drs. Aaron Hofmann, Daniel Mangiapani, and Thorsten Seyler

Please be on the lookout for a survey in your email. Your feedback is important to us; it will help make next year's

NST even better. In the meantime, the presentations will be made available on Sharefile in the NST folder.

Sales Handbook

As Total Joint Orthopedics grows, it is important that everyone understands the company's guidelines and expectations. The TJO Sales Handbook is designed to keep you abreast of procedures, changes, updates, etc. within the company. Please review the latest version (September 2017), then sign the Acknowledgement Form and return it to Sean at admin@tjoinc.com. The Sales Handbook is available on Sharefile in the External Sales Force folder (in [Admin](#)), and on the TJO App in the General folder.

Sales Call: Best Practice

A price can never be too high – it's only too high when we haven't taken the time to find out what the true benefits are of the item we're selling. Remember, there is no such thing as "too expensive." There is only the belief that the potential gain from something is not worth the cost.

Next time you're about to buy or sell something, think in terms of the benefits the customer can gain from using it and not the price you're asking. When it comes right down to it, there is nothing that is too expensive — it only lacks sufficient benefits to warrant the price. Think about the efficiency of our instruments, only having three trays, being able to save time and money.

WorkRamp Online Training

Congratulations! You have completed the first round of online training! That wasn't so bad, right? Up next will be Modules 2 and 3, where we will dive into product knowledge, design and rationale. These will be assigned in Q4, so get ready!

AAHKS

It is almost that time again, AAHKS is just around the corner! Will you be there? Please take some time to find out which of your customers will be attending this year and let us know if you plan on going. We are downsizing our exhibit from a booth to a table, however, our presence will be large as we are a Bronze Sponsor (keep an eye out for the TJO banners, coffee breaks etc.). We'll need your help to work the floor so please email Rachel to confirm your attendance and sign up for "booth" hours. Our suite party will be held on the evening of Friday November third (details and invitations to follow).

TIPS FROM THE FIELD

Multifunctional Instruments

Did you know that the 2101.00.000 Intramedullary (I/M) Rod, 2103.00.000 Alignment Tower, and the 2104.00.000 Alignment Rod can be combined? This assembly can be used to check the long leg alignment between the ankle and hip center either before or after the Distal Femoral Cut has been made. If your surgeon prefers checking at this step, the Alignment Rod can be threaded into the T-handle of the I/M Rod and assembled through the Alignment Tower into the Universal Cut Block. This is just one example of how TJO streamlines surgical flow by designing instruments to be multifunctional.

If you have any questions, please call the main office at 801.486.6070 and ask to speak to an engineer.

Eric Dacus

Vice President of Product Development

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