

Sell Like a Pro: Borrowing Billion-Dollar Tactics from Biomedical Sales

Instructor: Tom Nishikawa

1. Welcome & Course Overview

What You'll Learn

- Why biomedical sales tactics are uniquely suited to health club selling
- How to shift from product-centric to problem-centric sales conversations
- How to use empathy, discovery, and structured methodology to improve closing rates and retention

Course Description

Drawing from his unique experience in both the health club and biomedical sales worlds, Tom Nishikawa shares how billion-dollar industries train sales teams to win with empathy, precision, and problem-solving. This course helps club operators and sales professionals adopt proven frameworks like Gap Selling and the Problem Identification Chart to uncover member needs, build trust, and drive long-term results — including increased conversions and retention through personal training integration.

2. Meet Your Instructor



Tom Nishikawa is a veteran sales strategist with over 25 years of experience in enterprise and B2B sales across the health, fitness, and cardio-metabolic sectors. As Regional Support Director on the Efsitora Brand Team, he leads commercial strategy and field performance in the cardio-renal-metabolic space. Known for his consistent sales excellence and numerous industry awards, Tom combines deep expertise in fitness and pharmaceutical sales with certifications in Challenger Sales, GAP Selling, and digital marketing. He is passionate about training and mentorship, using his knowledge to drive team performance and innovate customer engagement strategies.

3. Key Terms You Need to Know

Gap Selling: A methodology that identifies the gap between a customer's current and desired state

Problem Identification Chart (PIC): A framework used to uncover problems, impacts, and root causes in sales conversations

Discovery: A sales process phase focused on asking deep, open-ended questions to understand needs

Product-Centric Selling: Sales strategy focused on features and offerings instead of client needs

Emotional Intelligence: The ability to perceive, understand, and influence the emotions of others in conversations

Sell Like a Pro: Borrowing Billion-Dollar Tactics from Biomedical Sales

Instructor: Tom Nishikawa

4. Course Roadmap

Module No.	Title	Duration
1	From Clubs to Clinics: How Biomedical Sales Can Transform Health Club Selling	9 mins
2	Why Problem-Centric Selling Beats Product-Centric Every Time	15 mins
3	The Problem Identification Chart (PIC)	20 mins
4	Mastering Discovery: The Art of Asking the Right Questions	13 mins
5	Gap Selling Illustrated	5 mins
6	How to Integrate Personal Training into the Sales Process for Stronger Retention	10 mins

5. Module Deep Dives

Module 1: From Clubs to Clinics: How Biomedical Sales Can Transform Health Club Selling

Overview: Discover how methodologies from high-stakes, high-revenue industries like biomedical sales can elevate the way clubs sell memberships and services.

Key Concepts:

- Sales success comes from structure, empathy, and repetition
- Clubs often lack the formal training and process used in other sectors
- This course bridges the gap between casual selling and professional consultative sales

Action Exercise: Write down three things your team currently does that could be more structured or intentional.

Module 2: Why Problem-Centric Selling Beats Product-Centric Every Time

Overview: Learn the core idea behind Gap Selling — identifying and solving real problems instead of pushing products.

Key Concepts:

- No problem = no sale
- Emphasize the gap between current and future state
- Avoid pitching before you understand needs

Action Exercise: Role-play a member tour using Gap Selling — focus only on problem identification, not features.

Sell Like a Pro: Borrowing Billion-Dollar Tactics from Biomedical Sales

Instructor: Tom Nishikawa

5. Module Deep Dives Continued

Module 3: The Problem Identification Chart (PIC)

Overview: Use the PIC model to turn vague conversations into clear problem-solving sessions.

Key Concepts:

- The PIC includes Problem, Impact, and Root Cause
- Open-ended questions build trust and uncover deeper needs
- Retelling a member's story builds authority and connection

Action Exercise: Fill out a PIC for a mock prospect. Share and compare with teammates.

Module 4: Mastering Discovery: The Art of Asking the Right Questions

Overview: This module trains you to ask better questions and uncover measurable, emotional goals.

Key Concepts:

- Get specific — avoid vague goals like “feel better”
- Connect goals to emotional drivers and timelines
- Let the member talk — listen actively and guide intentionally

Action Exercise: Practice asking 5 discovery questions that reveal emotional or time-sensitive goals.

Module 5: Gap Selling Illustrated

Overview: Visualize the power of identifying and illustrating the gap for each member.

Key Concepts:

- Big gaps create big value
- Emotional storytelling drives commitment
- Sales success requires empathy + skill

Action Exercise: Host a joint PT + Sales team meeting to align on scripts, offerings, and success stories.

Sell Like a Pro: Borrowing Billion-Dollar Tactics from Biomedical Sales

Instructor: Tom Nishikawa

5. Module Deep Dives Continued

Module 6: How to Integrate Personal Training into the Sales Process for Stronger Retention

Overview: Learn how to introduce PT as a solution uncovered through discovery — not as a last-minute upsell.

Key Concepts:

- PT increases retention dramatically (24 months vs. 12)
- Sales and training teams must share notes and collaborate
- Equip sales staff with deep PT knowledge and regular practice

Action Exercise: Host a joint PT + Sales team meeting to align on scripts, offerings, and success stories.

6. Cheat Sheet / Quick-Reference Guide

Key Metrics to Track:

- Conversion rates by sales method (product vs. problem-based)
- Average length of membership with/without PT
- Sales team PIC usage in consultations

Top Strategies:

- Train sales staff weekly on PIC and Gap Selling techniques
- Include PT early in the sales conversation as a problem-solver
- Use visuals and storytelling to create emotional connection

Common Mistakes to Avoid:

- Jumping into feature-selling too early
- Treating PT like a secondary upsell
- Ignoring the emotional weight behind member goals

Sell Like a Pro: Borrowing Billion-Dollar Tactics from Biomedical Sales

Instructor: Tom Nishikawa

7. Exercises & Practices

PIC Team Workshop

Goal: Practice discovery and documentation

Instructions: Run mock consultations and have each team member fill out a Problem Identification Chart

Before & After Mapping

Goal: Visualize client success to improve communication

Instructions: Draw the member's current state vs. desired state — include emotional and practical changes

PT-Sales Sync Meeting

Goal: Improve cross-department collaboration

Instructions: Trainers and sales meet weekly to discuss client needs, common challenges, and PT solutions

8. Next Steps & Call to Action

Congratulations! You've completed Sell Like a Pro: Borrowing Billion-Dollar Tactics from Biomedical Sales.

Move forward by:

- Incorporating the PIC into every consultation
- Training your sales team weekly with discovery and objection role-plays
- Partnering with your PT team to co-sell solutions and maximize retention