

Winning In Healthcare Lessons From The Field

The healthcare market is complex—long timelines, intricate spaces, and many decision-makers make it a tough sell. But with the right strategy, success is within reach.

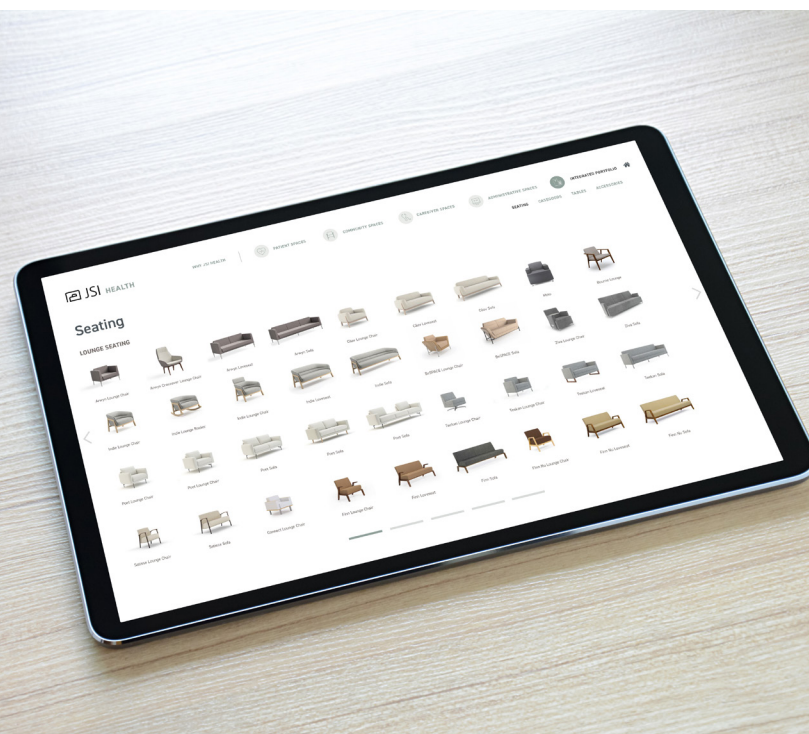
Patrick O'Rourke, a Ross Resource sales rep in Nashville, has built a strong presence by mastering three essentials: understanding the landscape, earning trust, and being a reliable resource. His approach adds value for dealer partners and builds credibility with A+D designers and clients alike. Here's how he does it—and how you can, too.



Laying a Foundation

Patrick's expertise didn't happen overnight; it came from putting in the work. That meant learning the JSI product line in depth, understanding the competitive landscape, and figuring out what matters most to different audiences

He quickly saw that every stakeholder has different priorities. "Clinicians want function and flow, facility managers focus on durability, and designers care about aesthetics," Patrick says. "You have to tailor your message." That insight helped him lead smarter conversations—and earn trust in the process.



Insider Tips

Know the Portfolio

Understand key features and differentiators.

Study the Market

Learn your competitors and how JSI stacks up.

Tailor Your Pitch

Speak to what matters most to each decision-maker.

Strategic Selling

Patrick doesn't try to do it all—he focuses where he can make the biggest impact. He starts by identifying who's driving the spec and who's influencing the purchase, then builds from a strong initial connection to expand his network

Dealers want to work with someone who adds value. If you're the one bringing them the lead and helping close the deal, you become their go-to healthcare partner.

Dealers play a central role in his market, and he prioritizes earning their trust. But he also connects directly with end users, A+D designers, and facility contacts—often spotting opportunities early and bringing them back to his dealer partners. That makes him a valuable, go-to resource at every stage.

Smart Selling

For Patrick, every interaction is a chance to build awareness and add value. "I rep multiple lines, but if someone asks about a recliner, I bring JSI's too," he says. He uses those moments to share solutions that might better fit their needs.

His goal isn't to push products, but to solve problems—often blending lines to tailor solutions around client priorities like workflow or space. When budgets are tight, he shifts the focus to long-term value, highlighting JSI's durability, flexibility, and support. It's a consultative approach that helps clients see how JSI meets their real needs.

How to Win

Showcase JSI Health

Present requested products, then introduce complementary JSI Health options to expand the conversation.

Upsell & Cross-Sell

Offer complete, mix-and-match solutions to position yourself as a trusted advisor.

Emphasize Value

When cost is a concern, shift focus to durability, flexibility, and support.

Use Resource

Leverage JSI Health toolset to provide fast, accurate answers.

Key Tactics

Map the Players

Identify who drives specs and influences decisions.

Build Connections

Reach out to end users and loop in your dealers.

Start Smart

Find one strong contact, earn trust, and expand from there.

Focus Your Efforts

Prioritize high-impact accounts over chasing everything.



Sustaining Success

As Patrick's reputation has grown, so has his pipeline. "Dealers now bring me in because I connect with clients," he says. That access is earned—by showing up, offering insights, and helping move projects forward. With each interaction, Patrick adapts, learns, and adds value where it matters most.