



INITIAL CONCEPTS

Concept One


This concept starts with the basic Olympic colors and adds a secondary and tertiary level to bring depth to the patterns. They are full of vibrant life and movement. Icons are comprised of these beautiful patterns or a statement in white depending on the background they are placed on.




Colors



Icon Style



Imagery



1

Going for Gold!
Olympic Excellence

2

1. Transition headline
Let's start with the first set of slides.

3

Quotations are commonly printed as a means of inspiration and to invoke philosophical thoughts from the reader.

4

This is a slide title

5

You can also split your content


6

185,244 users
100% Total success!


7

Concept Two


This concept takes us back to the ancient Greek Olympic games. It uses the current Olympic colors, but is paired with more natural, subdued tones. It pulls in Greek patterns, columns and other architecture. There are God illustrations for added personality. The icon style is squared off and strong, much like the patterns and athletes of the ancient games.




Colors



Icon Style



Imagery



1

This is your presentation title

2

Quotations are commonly printed as a means of inspiration and to invoke philosophical thoughts from the reader.

3

Instructions for use

4

1. Transition Headline

5

This is a slide title

6

This is a slide title

7

89,526,123


8

89,526,124\$
185,296 users
100% Total success!


9

Concept Three


This concept really highlights the Olympic colors. It showcases them in a line, circle or abstract shape. These bold colors are paired with photography in black and white. The icons have a flow similar to the Olympic rings with motion and style.




Colors



Icon Style



Imagery



1

Going for Gold!
Olympic Excellence

2

89,526,124\$
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3

Hello!
I am Jayden Smith

4

89,526,124\$
185,244 users
100% Total success!

5

89,526,124\$
185,244 users
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6

Transition headline

7

89,526,124\$
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9

Hello!
I am Jayden Smith

10

89,526,124\$
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100% Total success!

11

89,526,124\$
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12


Transition headline

13

CHOSEN CONCEPT

SUPPORTING ASSETS

Example presentation using the PPT template




Genetics Olympiad

Emily Dalton MS, CGC
Ben Feldmann MS, MB (ASCP)


“Science and everyday life cannot and should not be separated”

—Rosalind Franklin


FY20 Highlights



Department Liaisons



Panel Updates



GC Student Rotation

GSL Department Liaisons

Business Development

Sara Namby

Clinical Research

Melissa Holman

Megan Nathan

Business Operations

Sarah Campian

Marketing

Susan Toomey

Layla Mowawi

Shabnam Agari

Speakers Bureau

Kelly Burgess

Reporting

Jessica Loggia

Student Rotation

Shabnam Agari

Catherine Schultz

Kelly Burgess

2021

Business Development

Susan Toomey

Clinical Research

Melissa Holman

Marketing

Brooke Overstreet

Shabnam Agari

Layla Mowawi

Catherine Schultz

Sarah Campian


RPTs

Catherine Schultz

Layla Mowawi

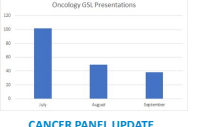
Shabnam Agari

2020




2020 Panel Updates

Oncology GSI Presentations



CANCER PANEL UPDATE

Neurology GSI Presentations




NEURO PANEL UPDATE

GC Student Rotation


KEY STATS

- Program launched Sept 2020
- 18 students total
- 35 applicants
- 15 programs
- 9 GSIs

Don't be afraid to go **BIG** and aim for the top of the mountain!



26-page printed binder for attendees



WELCOME TO NSM21

One

Welcome to the 2021 National Sales Meeting! This year is going to be full of exciting changes as we drive towards integrated diagnostics, launch new products, and focus on our CARE. One thing that will not change is our commitment to accountability—holding our teams and partners accountable, and most importantly, holding ourselves accountable in the spirit of accountability. I want to remind folks of our napkin commitments of which we make these a year. We write these on paper for fun for office use and hold us accountable. While preparing for this meeting, I had a look back at mine from FY2020.

Thanks to all your efforts and teamwork, we saw significant growth in new partnerships despite pandemic challenges. We've doubled the size of our sales team and increased Ambry's business footprint. Not only that, but unlike other companies, we avoided layoffs and saw major process improvements. We scaled testing, doubled our oncology volume, and delivered over \$100M COVID tests nationwide. **BOOM!**

We're now geared to launch our first in-house products, platform, and innovations into the next phase. With the growth of CARE and build-out of our groundbreaking LATITUDE initiative with ANV, we need laser focus from each of you to make 2021 the most successful year yet. Your dedication will not only transform the patient care landscape but position us as the best company to make precision diagnostics a reality.

I also want to extend a special welcome to all of you new folks. Over the next few days, we'll work on product positioning and skills development, collaborate with our peers, and if you're here, BLOOM! I'm excited to spend this week with you and can't wait to see where this year takes us.

Let's GO FOR THE GOLD!

NO EXCUSES >>> JUST RESULTS

Tom

Jump Start with CARE

In this session, we will review how to position the benefits of CARE. We will also walk through how to leverage our competitive differentiators and selling points, including a high-level review from the clinical perspective. Our GSI team member, Lindsay, will support the buyer persona education with background knowledge, having assisted with education at CARE sites.

PRODUCERS:

- Jennifer Cahrs
- Hani Ryu
- Wendy Anderson
- Jason Citi
- Christina Vega
- Samuel Gaudin
- Lindsay Lips

LEARNING OBJECTIVES:


- Identify ideal customers and opportunities for CARE
- Understand how to sell CARE with background knowledge of the competitive landscape
- Perfect the CARE pitch for target personas

Notes:

Keep Doing:

Stop Doing:

Start Doing:



Reaching New Heights in the Client Experience

Announcing AmbryPort® updates and the new Ambry Interactive Portfolio Guide! In this session, we'll introduce you to the Interactive Portfolio Guide, created to offer an elevated and streamlined experience in navigating our menu and sharing relevant content by persona or specialty focus. Primary features, use cases and FAQs for "The Guide" will be shared. We'll also review key improvements to AmbryPort that will help deliver an enhanced experience for clients and prepare you to approach your next conversations with confidence. This session will include interactive dialogues and a group breakout and teach-back activity designed to drive actionable next steps.

Option: Members of our enterprise sales team may opt-out of the AmbryPort activity following the introduction of the Interactive Portfolio Guide.

PRODUCERS:

- Laura Pines Smith
- Sina Zulfarman
- Denise Auscin
- Kimberly Boudro
- Erika Tomasco
- Kimberly Ulrich
- Wendy Anderson

LEARNING OBJECTIVES:

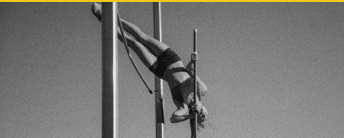
- Gain familiarity with the Interactive Portfolio Guide to articulate the broader Ambry value proposition ("why Ambry" story) and showcase the full breadth of the Ambry portfolio across several use cases
- Build a deep understanding of new and upgraded AmbryPort features
- Prepare plans to engage/teach clients around the upgraded AmbryPort ordering experience, including objection handling and win-back strategies

Notes:

Keep Doing:

Stop Doing:

Start Doing:



Understanding the Playing Field: Ambry's Competition in Specialty Testing

The purpose of this workshop is to provide in-depth training on the Specialty competitive landscape and market trends. Designed for Specialty Account Executives and General Sales Liaisons, participation in this session will ensure a stronger understanding of key competitors in cardiology, neurology, and clinical genetics. Additionally, ASL and GSI who complete this training should gain confidence in positioning Ambry against the competition and handling common competitive objections.

PRODUCERS:

- Wendy Anderson
- Kimberly Boudro
- Jessica Gage
- Pat Lemieux
- Mark Minor
- Jessica Proffitt
- Jason Salata-Thompson

LEARNING OBJECTIVES:


- Gain a deeper understanding of market trends in Specialty genetic testing
- Compare key differentiators between Ambry and the competition, including products, services, and brands
- Master best responses to common competitive objections and position Ambry against the competition through role-playing
- Identify available resources to help facilitate successful conversion of competitor accounts

Notes:

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Archery in Hereditary Cancer Genetics: Targeting New Call Points

Building our oncology presence requires creating opportunities with call points who traditionally may not include hereditary cancer testing as part of their practice. In this session, participants will explore the clinical practice (patient demographics/guidelines)/ clinic dynamics/ product positioning and personal education levels, motivations, pain points for oncologists, Gastroenterologists, OB/GYNs, and Primary Care Physicians. After understanding the foundations of each clinical practice/persona, participants will engage in scenario exercises to build call plans for each physician type.

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- Eugene Haffigan
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- Stacy Reinman

LEARNING OBJECTIVES:


- Understand the target market's patient demographics, clinical guidelines, and practice dynamics
- Learn which products relate to the types of physicians and why
- Refine your ability to position Ambry Genetics' products and services
- Recognize which sales collateral, specialist recommendations, publications, and partnerships can be leveraged

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Napkin Commitment


Use the space in the napkin below to write down one commitment.



Take a picture and send to commercialupdates@ambrygen.com.






NSM21





NSM website (worked with the web team)



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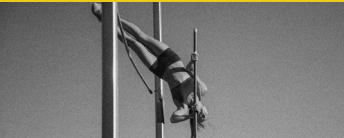
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


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NSM21

National Sales Meeting

70 DAYS

7 WEEKS

28 DAYS LEFT


50 HOURS

Key Dates

Session Pre-Work due: Monday, April 12, 2021

"Go for the Gold" NSM Website Launch: Monday, April 19, 2021

First Day of the National Sales Meeting: Monday, May 24, 2021



Ambry 2021

Email: tom@ambrygen.com

Password:

☐ Remember me

[New user? Register here](#)

Flags for each team