

Marketing Plan

Client Acquisition Program

This marketing plan combines previous sections such as “Materials Needed” and “Preparing for Office Visits”. Refer back to these sections to get an in-depth review of what you should do to prepare for office visits and what you should bring with you every time.

Before you start visiting, you will have put together a list of at least 100 dental offices near you. Start with 60 offices.

Action

Week 1

1st Visit - Visit 10 offices per day - Tuesday, Wednesday, Thursday

Week 2

1st Visit - Visit 10 offices per day - Tuesday, Wednesday, Thursday

Cut 10 offices off your list that you don't want to go back to - if you've followed the plan up to this point, you will have visited all 60 offices and narrowed your list down to 50.

Week 3

2nd Visit - 8 per day, 3 days per week (T,W,R)

Week 4

2nd Visit - 8 per day, 3 days per week (T,W,R)

Week 5

Weeks 3,4,5,6 will be mixed with 2nd visits

Week 6

Setting the appointments and 3rd visits. Stay out for at least 2 hours per day setting and keeping appointments. You should set at least 20 appointments, but probably closer to 30. We'll call it 25.

Appointments set - 25

Week 7

Finish 2nd visits, 3rd visits, 4th visits, 5th visits

Cut list down to 20 offices

Results so far = 3 trial cases, 1 solid account, list of 20 offices

Week 8

Get new list of 60 offices

1st visit 30 offices

Week 9

1st visit 30 offices

Follow through visit 2 per day = 6 per week

Week 10

2nd and 3rd visits

2nd visit 10 per day - Follow through visit 2 per day

Week 11

2nd and 3rd visits

2nd visit 10 per day - Follow through visit 2 per day

Week 12

2nd and 3rd visits

2nd visit 10 per day - Follow through visit 2 per day

Results so far = 5 trial cases, 2 solid accounts, list of 20

Results 12 week total = 8 trial cases, 3 solid accounts, and a great list of 40 potential clients

After 3 months, you have 3 new accounts and awesome potential! You are getting good at this - you are learning the ropes. You know what works!

DO NOT BECOME COMPLACENT!

Complacency is your enemy. Don't be satisfied. Stay hungry to reach your goals. You have laid down a ton of ground work. You have set yourself up to start reaping huge rewards.

Don't wait to get motivated - go do what needs to be done - get motivated later. Stay the course you started. You will realize a half million increase in revenue in this 1st year. Just persist until you succeed. Keep doing what is successful. Many labs are doing far better than these projections by now. Maybe you are too. Let's do this together.

When you work hard, you reap the benefits. You will be growing and strengthening while other labs complain, make excuses, and go out of business.

Nothing works until you do - then everything works.

Week 13

Set up a study club - Seattle Study Club if possible. Work with coach for full support and instructions.

Make 5 lunch appointments with existing clients through the next 2 weeks

Get list of 60 for 1st visits

Set up 2 lunch and learns

Visit 3 offices per day (9 total) from your list of 40 - follow through with these 9 offices

Week 14

5 "1st" visits per day = 15 per week

3 follow through visits per day from list of 40 = 9 per week

Week 15

5 "1st" visits per day = 15 per week

3 follow through visits per day from list of 40 = 9 per week

Week 16

5 "1st" visits per day = 15 per week

3 follow through visits per day from list of 40 = 9 per week

Week 17

5 "1st" visits per day = 15 per week

3 "2nd" visits per day, mixing in "3rd" visits as needed

Week 18

Fill the full 2 hours each day this week with “2nd” and “3rd” visits

Week 19

Fill the full 2 hours each day this week with “2nd” and “3rd” visits

Week 20

Fill the full 2 hours each day this week with “2nd” and “3rd” visits

Cut your list of 40 to 30. Add a new list of 20. Now you have a list of 50 for follow through.

Results from last 8 weeks = 8 trial cases and 6 solid accounts

Total results so far for 20 weeks = 9 solid accounts

9 accounts x \$2,000 monthly revenue each = \$18,000 per month additional revenue in 20 weeks!

Great work, keep it up!

DO NOT SLOW DOWN

Treat the next 20 weeks exactly like the last 20 weeks

You will get more accounts than you got before because you are better at everything

The next 20 weeks should bring in around 12 additional accounts and you should have a great list of about 100 possible accounts

You will work on your list of 100 for the remainder of the year. That will be highly successful

First 20 weeks = 9 solid accounts
2nd 20 weeks = 10 solid accounts
Last 15 weeks = 7 solid accounts

Total = 26 solid accounts

26 clients at an average of \$2,000 monthly revenue
\$52,000 per month
\$624,000 per year

What if you worked that hard? What does it really take?

- 2 hours per day**
- 3 days per week**
- 2 hours to plan/organize every week**

What if you only got ½ of the possible revenue? That is still \$312,000 annual revenue!
There is a chance you can do better.