

Laboratory Success Client Acquisition Program

Success Marketing Plan

Discussion/Motivation

You can spend more time out visiting dental offices, but you cannot spend less time *and* be efficient *and* get the results most labs are looking for.

The minimum time to spend marketing and selling is 8 hours per week. It can be slightly different than this depending on your responsibilities and work load. The more time you commit to this program, the more successful you will be.

Monday is a busy day for both dental offices and dental labs so the first day you go out visiting dental offices is Tuesday, then Wednesday, then Thursday. **You need to take 2 hours each of those days visiting offices plus 2 hours on Friday or on the weekend to plan, run social media, and your website.**

Organize the doctor offices around you into a route. I've used MapQuest before to do this, but there are plenty of other options. Making a route will save your time and money as you can go from one to another in order. In planning your route, make sure to keep the offices as close to your lab as possible. **When you stand up from the bench and leave you need to make every minute count.**

The display case can be used on the first visit or any visit after that. The script is different and needs to be followed closely depending on what you are bringing to the dental office. **The rule is to keep it simple.** Only bring in one thing such as a photo with your sticker on the back. I don't recommend taking your fee schedule on the first visit, and again, keep it to one thing.

This marketing plan has been successful all over the US regardless of the state, city, or town. It is not easy at first, but like anything, it gets easier the more you do it. You will notice that it builds your self-esteem quickly as you go. Lab owners really become motivated when they see it start to work and start building self-esteem and cash. Momentum builds as the checking account gets healthy and the business progresses into the client retention and work flow modules. This makes the business able to handle with ease all the new work that is being brought in by the client acquisition program.

Personal visits (sales) and face-to-face meetings (confrontation) are **the key to financial success**. There is no shortcut. **Confrontation is the price**, but remember: **confrontation builds self-esteem and cash**. It also brands you as the bold, strong, intelligent leader. Everyone pays attention when someone boldly steps up and takes control. Bringing work into the business is the only thing that matters. Whoever does that is in charge. They are the leader.

Going out to dental offices can be intimidating. It is scary and difficult. You may put it off for a couple of hours, days, or even weeks. The longer you put it off, the worse you look to employees. Also:

Can you afford to put it off?

That means you are financing your unwillingness to confront! You are paying in huge revenue losses.

Lab owners will tell me that this program just doesn't fit their personality. They cannot do confrontation.

What do I have for someone like them?

Someone who just wants to sit at the bench and bury themselves in work, even though it gets less and less and costs more and more to produce. **The answer is that I have nothing for someone not willing to work for it.** But I have an awesome, proven program for anyone willing to follow it. **In fact, on a 1 year Marketing Success Program you will build a staggering amount of gross revenue in only 8 hours a week.**

Find something in this next section that resonates with you and refer to it often when you feel like you need motivation. These are things I've thought about over the years that have helped me keep going when things get difficult.

Stop financing your unwillingness to confront. Don't try to find some roundabout way of doing things. Stop waiting for something to happen that will rescue you. The longer you wait, the less the payoff. The sooner you confront, the sooner the big payoff begins.

To get what you want, confrontation is inevitable. Don't even look for the easy way. It's about how hard you can work and how much you confront.

Do not put this off. This is something you will wish you started a year ago. Start now. Don't wait to get motivated, do what needs to be done, then get motivated later.

The success program will explain every little thing and it is easy to follow. The rest is up to you. Be bold. Be the leader. Boldness is genius, power, and leadership.

Stop doing things the way you have always done. That gives you the same results you have always got.

Follow the success program – persist until you succeed.

Do the hardest things first.

You can make excuses or you can make money, but you can't make both.

If you are not taking care of your customers, your competitor will.