

Preparation for Client Acquisition Program

Preparing for Office Visits

#1 – Make a list of 100 dental offices that are the closest to your lab. The reasons for them to be close are:

A – You will be visiting these offices a few times and forming a bond with each one. Travel to your sales office needs to be quick to save your time and to totally give these offices service that they don't get from any other lab after they begin sending you work.

B – Easier access when marketing, selling, and doing face-to-face visits.

C – Easy pick-up and delivery when you get the account. This saves you gas, money, time, and mileage on your delivery car.

D – Makes it possible for you to totally shine in the service department. You will have much faster access to their office and set a precedent for service that can't be matched by another lab.

#2 – “MapQuest” the list into sensible routes. I've used MapQuest in the past and it has worked just fine, but I understand that it's a somewhat outdated program and there may be better options out there. If you know your area very well, you can very easily build a route better than MapQuest. The point here is to have a route so that when you are driving, you don't waste time back-tracking or zigzagging through town. You want all 100 offices built into routes, but not just one big route – you'll never be able to cover it in one afternoon. Instead, build 5 or 10 shorter routes of either 10 or 20 dental offices each (depending on proximity).

If this starts to look confusing or overwhelming on paper, that's because it is. But as you are coached through it, the process is simple, easy to follow, and highly effective.