

Basic Client Acquisition

Marketing Director

Organization

Keeping Visits Organized

Name Acquisition

MapQuest

Follow-up on Visits

Face-to-Face Visits

Materials Procurement

What is your main focus?

-Create more revenue for the lab

-Bring cases in

- * Keep cases coming in for the first 10 cases
- * Handing the new client over to the “client retention department”
- * Working together for the first 3 months to retain new accounts

Most labs have one person in charge and responsible for all of marketing – client acquisition. It is usually you, the owner. Don't let this become overwhelming. It is easily manageable. With coaching through the sales process and time management, you will realize that the client acquisition program is working bringing in new cases and clients and you are accomplishing everything else that needs to be done.

It is true that “nothing happens until a sale is made” - making client acquisition the most important thing you can focus on. But... the dental lab business is different than most other businesses. Client retention must come into play immediately. This is not one a “one sale and done” business. This is a slow bonding, long-term process and it builds a long-term relationship. Client retention means having production and work flow in place before a sale is made. It means you have made room in a busy lab for more work- then you go get the work.

The client acquisition program will effectively bring in new cases and clients. You have to have the work flow systems in place to seamlessly take the new work through on schedule, high quality, and on budget.

Communication is also a huge part of client retention and will be addressed in full in this module.