

Dental Consultant Master Academy

Action Sheet - Week 37 **In-Office Consultation Continued**

The Number 1 accelerator for a dental practice is going to be _____.

The ability of a client to complete their financial information for the initial practice analysis shows their willingness to proceed with a future consultation contract.

True ___ Or False ____

The strength of a team doesn't affect the profitability of a dental practice.

True ___ Or False ____

◇ Go back to week 28 and complete the Business Model

◇ Complete a Practice Analysis and submit

◇ Complete a Marketing Plan

See an Example of a Marketing Plan Below. This will assist you in develop one for your business.

**** The above listed must be submitted to receive your certificate after completion on Week 50.***

MARKETING PLAN SAMPLE

Executive Summary:

This is a preliminary marketing strategy for Dental Practice Solutions. The primary focus is working with dental practices. Our mission will be to provide an integrated approach to build teams that work. We will provide seminars to dental professionals and build strategic alliances with partners such as: Bank of America, Patterson Dental, Solution Reach, etc., which will grow our market presence.

Objectives:

- Attain clients under management growth goals for an international market
- Provide excellence as a trusted global strategic business consultant
- Develop a global market and be recognized as a model of success for Practice Management Consultants

Market Analysis:

- There are currently approximately 2200 dentists in the location where our business resides: Oregon. A large majority of dental practices based along the I-5 corridor
- Current investigation supports that the Oregon State dental meeting is not well attended. Not a good market to gain identity in the state.
- At Oregon dental society meetings, dentists resist interaction with any type of sales reps -- not wanting to be "sold to". Not a good opportunity for exposure and not in line with global exposure
- Group dental practices are growing rapidly in Northern America
- The high cost of health insurance has negatively impacted the number of people that purchase dental insurance

Marketing Strategy:

- Introduce various seminars on leadership and team building to increase client #'s and revenue
- Meet quarterly with current corporate alliances

- Provide bi-annual (or as necessary per research data) seminars for dentists and their teams
- Participate in webinars i.e. QDP and WEOmedia, etc.
- Participate in annual dental school forums with other various dental businesses
- Schedule and hold annual or bi-annual meeting with Henry Schein (if applicable), Patterson, BofA, WEOmedia and other dental companies, etc.
- Attend the Dental Office Manager monthly meetings
- Continue to submit speaker information packages to dental societies for speaking at monthly meetings
- Continue to submit speaker package to annual sessions globally
- Provide gift certificates to various business alliances
- Hold Seminars at MAC

Financial Projections:

- Currently there are numerous dentists in financial crisis which creates an ideal opportunity to develop a vision for dentists to grow their practice, build their team (collaboration), which will provide an excellent dental practice environment for patients and employees
- Based on how dental practices have been affected by the economy, the global consultant market is ripe. ca
- My personal goal is to have 5 more clients by June 1, 2014
- By December 31, 2014 retain 10 client contracts
- January 2015 continue this enrollment cycle

Implementation Plan

- Quarterly alliance meetings
- Continue with seminars as scheduled
- Continue with professional dental meeting attendance

- Efforts will be focused on the Portland metro area in the next 12 months (specifically: Washington, Multnomah and Clackamas, including Clark County, WA)

Additional Observations

This marketing plan will be adjusted and updated as market conditions change and as our business presence expands

We will continue to look at ways to capitalize on market conditions as well as look for new and innovative ways to market our brand.

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