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## Low Cost Marketing Survey 25

Marketing is the way we attract new clients and communicate within the team.

Marketing can be done very effectively with a minimal investment provided you have an effective strategy. This questionnaire will help you gauge where you are, and improve your marketing.

This questionnaire is an edited version of one that I regularly use with clients. The full length version available to my clients has 100 marketing based questions.

When used regularly it will help you review the service you offer to your patients, recognise what you are already doing really well and identify areas for improvement

The most successful businesses consistently score 80% and above of the unedited version

- 1. Answer each question. If it applies in every situation, tick the box if not leave it blank. If it applies only sometimes or occasionally leave it blank.**
- 2. Record your totals. Repeat the process identifying what you are doing really well and what needs improving.**
- 3. Use your coach keep you focussed, and ensure you reach your target. It may take one month or two years, every step you take is a step in the right direction.**

### Corporate identity and Brand

- o Our business is branded and has a corporate identity, it is unique and memorable. Our ideal clients are attracted to our brand.
- o Our Strap-line concisely defines our business
- o Every document /item our clients and suppliers receive from us reinforces our brand values and identity.

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### **Elevator Speeches**

- o We know who our ideal clients are, what they are challenged by and the effect that has on them. All team members are able to offer a product and service that can help them.
- o We have created an elevator speech for our business that allows us to fully answer the question, “What do you do for a living”

### **The Marketplace and Marketing**

- o We understand that there is growth potential for our business and that growth is built on a foundation of excellent quality of work and the quality of our client relationships. We know there is a demand for the services we offer, every client may be interested and we have a duty to ask
- o We define marketing as the process by which we attract the clients we want and discourage those we don't want.
- o We know that if we enrol our existing clients as our unpaid sales force, then the requirement to spend money on marketing diminishes.

### **The Reservoir System**

- o We appreciate that when a client says no to a recommendation it may not be an outright refusal. We agree that it is appropriate to ask “Is that no, never; or no, not now?”
- o We have created a reservoir system in our business that allows us to schedule a recommendation to a future time specified by a client on which we agree to remind them until the client service is delivered or we are asked to stop.

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### **Client Grading**

- o We have graded our existing clients by performance and behaviour into A's, B's, C's, and D's. And E's. We know what each grading means and always manage the patients appropriately to their grading.
- o We appreciate that 80% of our activity and 20% of our profit will come from faithfully serving the basic need of our B grade clients.
- o We appreciate that 20% of our activity and 80% of our profit will come from identifying the outcomes requested by our A grade clients.

### **Welcome Packs and Business Cards**

- o Have created a branded welcome pack that is issued to all new and existing clients. The welcome pack contains a general introduction, covering what will happen during the first client visit., a copy of our mission statement, an introduction to our team. appropriate directions and parking information, details of our performance promises and expectations, a price guide, a customer needs/ wants analysis, a description of the ideal client we want to attract and list of our most popular services.

### **Newsletters**

- o We issue a branded printed client newsletter 2-3 times a year and a monthly electronic version.
- o Our newsletters include; features on achievements of team members, what is new in our industry that will be of interest to our clients, personal reflections from the business owner and the team, testimonials from other satisfied clients, a section in our client newsletter requesting recommendations.

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### **Website**

- o We have a branded business website that is attractive to and clearly identifies our target market.
- o Our website includes; features on achievements of team members, what is new in our industry that will be of interest to our clients, personal reflections from the business owner and the team, testimonials from other satisfied clients, copies of press releases and published articles, a section in our client newsletter requesting recommendations, opening times, details of treatment available with before and after photos and a way for a potential patient to contact us on every page.

### **Recommendations and Testimonials**

- o We habitually request recommendations and testimonials at the end of a client project. The all customer facing team members are versed in the language of the recommendation/referral request.

### **Networking**

- o We are members and attend regularly our local Chamber of commerce or Federation of Small Businesses (FSB) or other local networking group and attend meetings of the small business groups
- o We have created a 10 minute presentation for our networking group, and offer to speak in this slot as often as possible. We have created a 30 minute presentation, aimed at the SIG members, illustrating the benefits of our services to them.

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### Media

- o We have established strategic alliances with local radio stations and are regularly invited to participate in a “phone- in” to answer guest ions from the public. We have written and submitted papers and had articles published in the general media and trade press
- o We sponsor local events/groups. We feel confident in talking to the media and/or have received media training.

### Strategic Alliances

- o We have a number of strategic alliance partners in our locality and we have approached them with an outline of our plans and have agreed a small number of alliances. We regularly organise “added-value” alliance groups, and “marketing alliance groups”
- o We are an active contributor and participant in a study group whose purpose is to challenge and grow thinking, share knowledge; tackle difficult business subjects that otherwise may not be aired.

### Total score /25

**0-15** You and your practice would value from improving your brand awareness and marketing. Business development skills and coaching in all areas including marketing will help you to improve your practice and protect against business failure.

**15-20** your practice is on the path to being well marketed with a strong brand identity. Further Business development skills and coaching in all areas including marketing will help you to improve your practice and enable you to create a great practice that is a preferred practice more quickly and easily, enabling you to generate more wealth whilst maintaining a healthy lifestyle.

**20-25** your practice marketing and branding is excellent, you obviously set high standards and have a system maintain them. Further dental business development skills and coaching in all areas including marketing will help you to maintain this and innovate new ideas to attract high value clients so you stay ahead of the rest.

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