



Network



Building Your Business

Friday, February 27th 2015



SHOFU Dental Corporation

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Building Your Business

Agenda

- What is an Integrated Marketing Program?
- Identify your Primary Benefits
- Identify your Target Prospects
- Set Strategies
- Develop a Communications Plan
- Tools For Generating Leads
- What is Thought Leadership?
- Leveraging the web/social media
- Consistency is key to positioning

What is Integrated Marketing?

- A Process designed to assure:
 - contacts received by a customer or prospect
 - for a product, service, or organization
 - are relevant to that person and
 - consistent over time
- Leads to questions:
 - Who is your customer?
 - What do you offer them? What are you good at? What are your weaknesses?
 - How are these relevant to our customer?
 - Is your message consistent? Across ALL mediums?

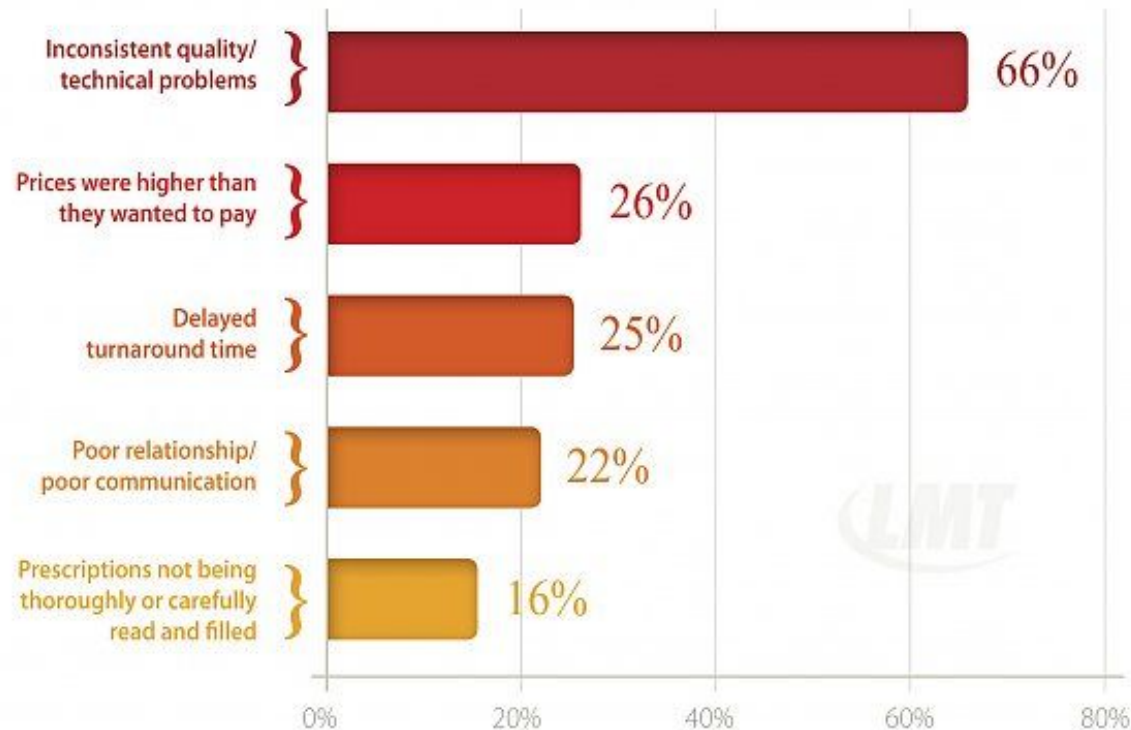
What are *Your* Primary Benefits?

- How do you know what is important to your customer?
- How do you describe what you do for a living?
 - See UPS hand-out
 - Your description to your friends, neighbor or even your family is probably different than how you would describe it to a potential customer.
 - Is it enough to say you make removeables, or you provide prosthetics?
 - We need to identify what matters to our customers.

What Matters to Dentists?

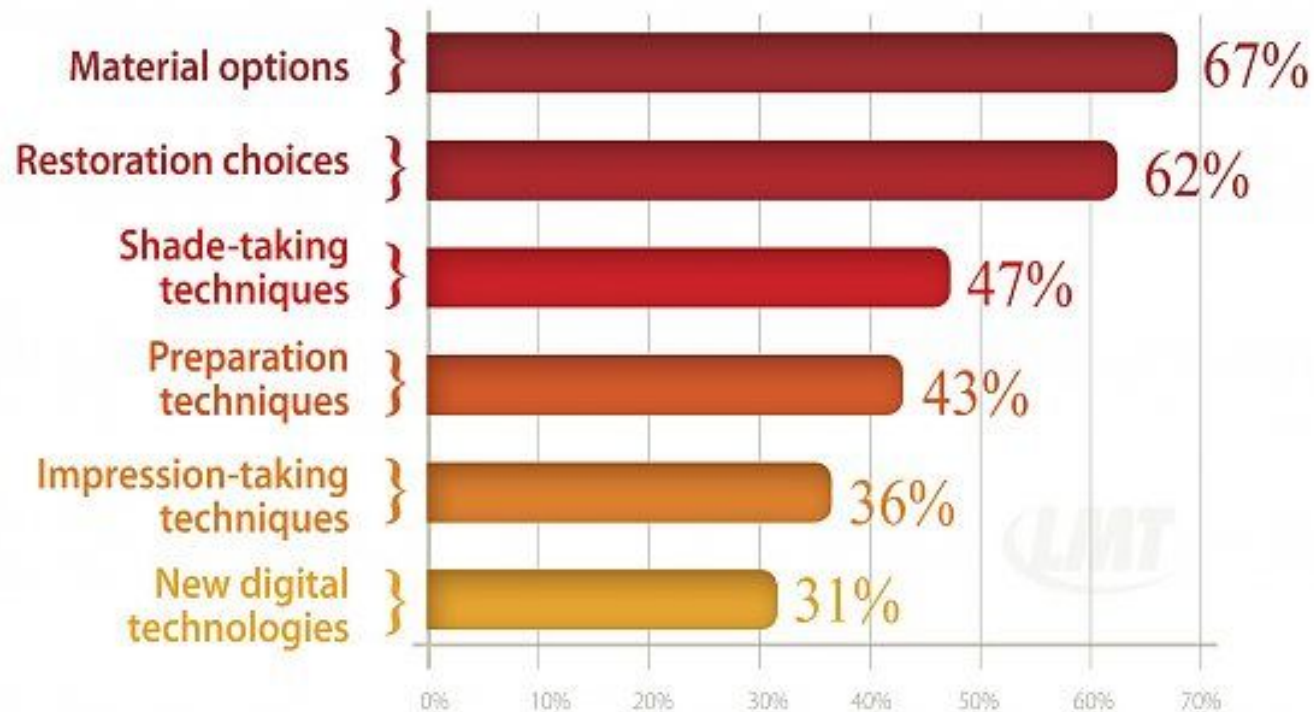
ACDLA discussed an LMT study on why Dentists switch their primary lab:

Top 5 Reasons Why Dentists Change Laboratories



What Matters to Dentists?

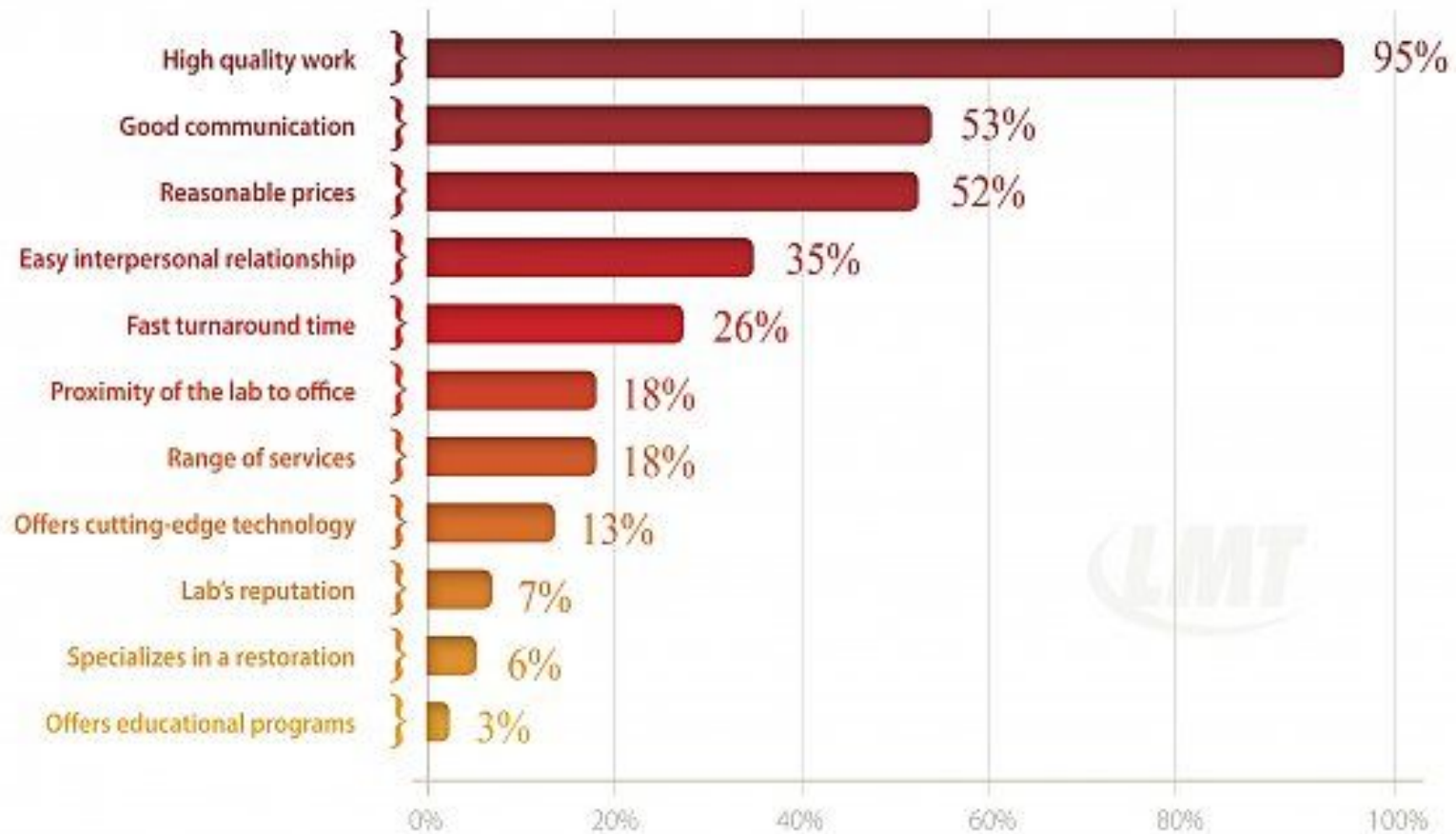
**97% of Dentists Want Your Technical Advice;
Here are the Hot Topics:**



SOURCE: LMT Research Dept. ©2013

What Matters to Dentists?

Most Important Features Dentists Look for When Choosing a Laboratory



SOURCE: LMT Research Dept. ©2013

What are your primary benefits?

- What are your primary benefits and how would you explain them to a prospective dentist?
 - NOTE: Do not tell customers what you think they want to hear. Begin with what you are good at and what differentiates you from other labs in your area.
- Consider weak areas you need to address.
- Have you ever said, "I may take longer, but my work is worth it."
 - Scores high on Quality but low on Fast Turn-Around.
 - Could you secure existing business or gain additional if you addressed the Turn-Around time weakness?
- How about: "I'm right down the street," or "I'm in your same town."
 - If that is all you've got going for you, how likely are you to maintain the business?

Unique Selling Proposition

- You are seeking to identify that set of qualities and characteristics that:
 - set your business apart from the competition
 - are sustainable over time
 - are difficult to duplicate/mimic well

"Differentiation is one of the most important strategic and tactical activities in which companies must constantly engage."

- Theodor Levett, author and professor at Harvard Business School

Who is Your Target Prospect?

- Define your ideal customer.
- Do you have a model customer?
- Would you want every dentist in your area to be your customer?
- How do you decide which dentists you would want as your customer and which ones you do NOT?
- Is there a way to identify these dentists?

Opportunities and Threats

- Completing your analysis requires a review of
 - Opportunities - external circumstances that can be leveraged to your advantage
 - Threats - external circumstances that could have an adverse affect on your business
- Economy, Competition, Regulation, Cost of materials, cost of shipping, labor rates, technology

Strategies

- What steps should you begin to take now that will allow you to take advantage of opportunities and off-set threats?
- What steps can you take to leverage your strengths and counter your weaknesses?

Your Integrated Communication

- Your message is based on your USP
 - What differentiates your lab from others in your market
 - You must be consistent across all means/mediums of communication
- Direct Communications
 - email, mailings, invoices, newsletters, sales calls, social media
- Indirect Communications
 - Logos, website, how you answer your phone, voicemail, availability, speed at which you return calls, follow-up, timeliness, how you handle errors, warranty, how you address delays
- Secondary Communications
 - Word of mouth, social media, local event/clubs/team sponsorships, organizations you belong to, community connections/relationships

Thought Leadership

- Position your company as a leader in its field; through your actions potential clients and members of your industry begin associating your brand with insight and authority.
 - When the time comes to hire a company, yours is at the top of their mind.
- Becoming a trusted advisor
 - Dentists want input from their lab (see research)
 - Join an association or other organization that can help you stay on top of trends and technology
 - Social Media can help you in this effort
 - Blog and Post consistently to Social Media

Thought Leadership

- Goal: to position your company as one that can help your customers
- You do NOT have to be a marketing expert or even highly credentialed, or have years of experience.
- Access to information; willingness to share it
- Access to unique or exclusive or customized tools and resources to help your target market achieve their goals.

Leveraging Social Media

- Always remember your audience
- Do not confuse your own social presence with your business
- Post and blog consistently
- Provide info your target customer would appreciate - ignore all other people
 - you don't need your tweets to go viral, you only need to reach your existing and prospective customers.
- Goal: reinforce the message that you have something to offer your customers



Regular Communication

- Direct Mail to introduce and reinforce Unique Selling Proposition
- Lead generation - in today's world, mailings will not generate calls
- You will need to follow-up mailings with telephone calls
- Telephone calls to schedule appointments
 - Be sure your callers know how to communicate what differentiates you from other labs.
- Sales Calls to build rapport and demonstrate (yes, demonstrate) our claims

Consistency is Key

- How do you answer the telephone?
 - Does the demeanor match your message
 - Professional, timely, friendly
 - short, harried, unstructured, unorganized
- Are your invoices the only on-time communication your customers get, or are these late too?
- Do you ever check up on your work? Do you seek feedback?
- Do you embrace new methods, new technology?
 - What does this say about your opening to suggestions, input, requests?

Thank You!

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SWOT Analysis Worksheet

Strengths	Weaknesses
<p>What advantages does your organization have? What do you do better than anyone else? What unique or lowest-cost resources can you draw upon that others can't? What do people in your market see as your strengths? What factors mean that you "get the sale"? What is your organization's Unique Selling Proposition</p>	<p>What could you improve? What should you avoid? What are people in your market likely to see as weaknesses? What factors lose you sales? Do other people seem to perceive weaknesses that you don't see? Are your competitors doing any better than you?</p>
Opportunities	Threats
<p>What good opportunities can you spot? What interesting trends are you aware of? Useful opportunities can come from such things as: Changes in technology and markets on both a broad and narrow scale. Changes in government policy related to your field. Changes in social patterns, population profiles, lifestyle changes, and so on.</p>	<p>What obstacles do you face? What are your competitors doing? Are quality standards or specifications for your job, products or services changing? Is changing technology threatening your position? Do you have bad debt or cash-flow problems? Could any of your weaknesses seriously threaten your business?</p>

TOWS Strategic Alternatives Worksheet

	External Opportunities (O)	External Threats (T)
	1. 2. 3. 4.	1. 2. 3. 4.
Internal Strengths (S) 1. 2. 3. 4.	SO	ST
Internal Weaknesses (W) 1. 2. 3. 4.	WO	WT



Benefits of a Unique Selling Proposition (USP)

- 1. A strong USP will drive sales and make communications with potential customers more effective.
- 2. A good USP helps employees and friends of the company understand the value of your products or services.
- 3. If your USP is truly unique, it will differentiate you from your competitors. Competing on differentiation instead of price is a stronger competitive position.
- 4. Your USP can speed up sales and open doors because it is easy to understand.

Steps to Develop Your Best USP

- 1. List 5-10 BENEFITS that make your product/service unique, valuable, or interesting to customers.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

- 2. Are you the best provider in your market? (HINT: Your answer should be **YES** with a justification)

- 3. **WHY** are you the best provider in your market? List as many believable reasons that are not generic that you can think of. Note: "We focus on (quality, service, customers, or our people)" is dull.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

- 4. Why do your customers buy from you? Ask lost customers or sales leads what reasons have potential customers given for NOT buying from you? Write these down to help further define your USP.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

- 6. Which of these would make your product seem more beneficial? Circle or Highlight.

- 7. Write your USP. Combine the best benefit, offer, & specific guarantee into a short sentence. Test it.

- 8. Roll Out Your USP **everywhere!** Use it as a core part of your branding and marketing.

WHO IS YOUR ONE PERSON?



1. Male or female?
2. How young? Ranges do not count – what age, exactly?
3. Single, married, or...?
4. Educated? To what level? What did he study?
5. How long in the Industry? Does he like his job?
6. What words does she use to describe herself?
7. What's her immediate goal? Her five-year goal?
8. What are his dreams and aspirations?
9. What obstacles stand in the way of these dreams and aspirations?
10. What ultimate outcome does she want from your product or service, if she were to buy it?
11. What behaviors are typical of her?
12. What does he like read? What does he like to watch? What does she listen to? *Who* does she listen to?
13. What keeps her up at night?
14. What are his strongest desires?
15. What is her biggest worry or fear in general?
16. What is his biggest worry or fear about buying “the kind of thing you sell”?
17. What is her biggest worry or fear about buying from you, specifically?
18. What does he value the most?
19. Give him/her a name:
