

Study and Assignment Guide

Week 7 Class 6 - MARKETING MANAGER SYSTEM

Answer Sheet for

Student Name: _____

Please write (legibly please) your answers or what you did for the assignments in Class #6. Have your clinic Director sign below and fax or email us when completed. Try to get it back to us by Tuesday before the next class. Please use a separate sheet if you need more room.

Thank YOU!

Fax: 1(877) 868-0909 Email: Services@GoalDriven.com

A. How can you apply the Marketing Manager System in your office? Please use 2-4 sentences to describe specifics.

B. 3 months from now, what might interfere with implementing the Marketing Manager System? How can you ensure that your marketing system is continues and is not dropped?

C. What are 3 (or more) statistics you can use to track how effective your marketing is working?

1. _____

2. _____

3. _____

D. In your estimation, what percentage of direct marketing does your office need?

Direct Marketing	0%	20%	40%	60%	80%	100%	Indirect Marketing

E. What are at least 2 methods (list more if you want) you can use to improve office motivation and attitudes to generate more new patients, reactive patients, and or retained patients?

- F. At the next class, please teach the group one successful marketing procedure your office has used.
- G. At the next class, please share a WIN you have had in applying the information from your course training.
- H. **Principles:** Read the *Goal Driven Principles* and consider how they apply to your office.
1. #14 – Newton’s Law (already assigned; review/reference) **DONE:** _____
 2. #16 – Be a Hunter - USP **DONE:** _____
 3. #17 – Goals, Games and Groundhog Day **DONE:** _____
 4. #22 – Network Effects **DONE:** _____
 5. #23 – Our Thoughts Affect Our Business and Life **DONE:** _____

Pick one of these Principles, or any other of the 24, and explain how you can apply it to improve marketing the services of your practice.

I. **The Goal Driven Business Reading.**

1. BIG SHIFT #3 and #4 (Pages 80-98) **DONE:** _____
2. BIG SHIFT #11 (Pages 128-135) **DONE:** _____

J. **Individual Share Sessions.** Complete at least one individual share session this week.

Done!___ With whom? _____

K. **Clinic Director Briefing** - Survey your clinic director. Note down specifics so that you can use in the future.

- Ask them what 2-3 internal marketing actions the office has done that has worked best.
- Ask them what 2-3 external marketing actions have worked best.
- Ask them what seems to work best to retain patients.

Yep! Our manager did a great job briefing me on the material she learned and how to use it.

Student Name: _____ **Clinic Director: Initial/signed:** _____