

Study and Assignment Guide**Class 1 – Business Basics: Marketing and Service Basics**

Please write (legibly please) your answers or what you did for the assignments in Week #1. 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****Watch:** _____ 1. Intro Video that was emailed**Read:**

_____ 1. Read Service Quality Threshold

(Please print, type answers!)**Lesson 3 Marketing Basics**

____ 1. How does marketing fit into the Practice Business Cycle

____ 2. Ask your clinic director for 3 past successful marketing procedures currently or from the past and list them here.

Actions

____ 1. Explain the 3 A's of Marketing to your Clinic Director.

____ 2. Review the *Marketing Attitudes*. Use a new patient greeting as a method to practice a marketing attitude with your doctor. Have your Clinic Director practice one with you. Smile!

____ 3. With your doctor, decide on at least 1 marketing procedure you want to implement in May. What is it?

____ 4. Explain to your Clinic Director 2 of the top reasons why marketing doesn't work and work out solutions to these in your office.

____ 5. What did you come up with? What are the solutions?

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Lesson 4 Service Basics

- ____1. What does service have to do with the Practice Business Cycle

- ____2. What is Service Quality Threshold and how does Procedural Atrophy work.

- ____3. Are there any areas that are below the quality threshold. What area is the highest above the service Quality Threshold?

- ____4. List two steps you want to implement to improve the service in your office.

Actions

- ___1. Explain to your Clinic Director what service has to do with the Practice Business Cycle.
- ___2. With your Clinic Director, give 2 examples of bad service you have experienced. Have them do the same.
- ___3. Explain to your Clinic Director why service is so important to reaching the goals of the office, and go over with them some statistics that support this, including the cost of bad service. (See copies of slides if needed.)
- ___4. Go over two steps you'd like to implement to improve the service in your office with your Clinic Director. What are they?

- ___5. What is the goal of the manager?
- ___6. Discuss The goal of the manager with your clinic director.

Yep! Our manager did a great job teaching me the material they learned, and we discovered (or rediscovered) actions we can take to improve the office.

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