

Answer Sheet for

Student Name: _____

Study and Assignment Guide
Class 6. Marketing and WOW Service

_____ Post a Win

_____ Post a Tip

The best practices, and businesses, ALWAYS market. They always sell their services or products. They may use different approaches, but remember that the purpose of a business, according to Peter Drucker, is to “create and keep a customer.”

As a manager, this may not have been your primary focus before. But to be an effective manager, *marketing must be an everyday activity.*

The clinic director, as the leader, sets the vision and long-term strategy for the business. As the manager, you are responsible for implementing that vision with the team.

In our class 6, we covered that marketing covers 3 echelons. These include: 1) marketing actions, 2) marketing attitudes, and 3) marketing administration.

Marketing attitudes and motivation drive your marketing activities.

But under it all, is disciplined organization. This is your marketing system that helps prevent booms and depressions in practice. This is where you plan your work and then “work your plan.”

THE PARETO PRINCIPLE AND MARKETING

The systematization of your marketing is the 20% that produces 80% of the results. This is the application of the Pareto Principle. A little work to keep the marketing “train” on the track goes a long way to generating more patient visits.

I mentioned that management, including planning, can be boring, even tedious. I want to revise that. It can be, but it shouldn’t be, especially when planning your marketing.

Every aspect of marketing should be fun or inspirational. We are creating a better future for ourselves and those we service, and this should make everyone feel good!

Seriousness stifles marketing. It is not a good marketing attitude! So, a certain element of playfulness should be a part of all your marketing planning. “Unseriousness” should be a marketing attitude! And, by the way, this is *not* the same as being uncaring, lacking intention, determination or courage. Just don’t be grave or somber! Be a little wild. You are a rebel!

THE MARKETING MANAGER AS THE ENTERTAINMENT MANAGER

The marketing manager role could also be called the Entertainment Manager. Perhaps the Party Manager, or Director of Good Vibes!

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Your marketing plan would also be called your entertainment plan, or party plan.

For customer service, you could consider your office as an entertainment center. Visiting your office should be a place to go where people receive healthcare but *also* go because it is a warm and friendly refuge to relax and refresh.

Years ago a very popular TV program called *Cheers* had these words as part of its theme song which always reminds me of how an office should feel:

Making your way in the world today takes everything you've got.
Taking a break from all your worries, sure would help a lot.

Wouldn't you like to get away?

Sometimes you want to go

Where everybody knows your name,
and they're always glad you came.
You wanna be where you can see,
our troubles are all the same
You wanna be where everybody knows
Your name.

ENTERTAINMENT AND MARKETING MEETING

As the (Entertainment) and Marketing Manager, I would suggest you have a review and planning session the second week of *every* month. This would follow your team meeting the first week of every month.

You would have the Clinic Director present, and anyone else needed. Perhaps the entire team. Attached is a form you could customize and use.

I would also make this meeting a marketing event. Have it on a boat, on a stage, or in your special *Vibe Vault* and everyone has to wear a hat and present a skit they made up. With a dad joke!

You are an independent business. Be at least a little wild!



**"I think it's important to note
that we really did try hard."**

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Again, every aspect of marketing should be motivating and fun, even the planning.

STUDY ASSIGNMENT

Read:_____ **Principle #17 Goals, Games and Groundhog p264**_____ **Principle #23 Intention p272**

- ___ 1. Review the Monthly Marketing Review and Planning Checklist.
- ___ 2. Print it out and complete it to the best of your ability.
- ___ 3. Fax it back to us for review.
- ___ 4. Go over it the idea of a monthly marketing review and planning session with your clinic director and see if they agree.
- ___ 5. If so, when each month will you schedule it? _____

As a special service, you may customize your Monthly Marketing Checklist, fax it to us, and Linda will send you a Word copy for your files.

Attachments:

- Monthly Marketing Review and Planning Form
- Monthly Marketing Review and Planning Form – Sample

Training Partner Call Completed with _____**Share Session** Completed with _____

Clinic Director Briefing. Wow! Our manager did a great job briefing me on the material they learned and how to use it. I also asked her questions, and they gave intelligent answers!

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

Please fax this checklist back to us when it is completed. Thanks!