

Sell Something More Profitable Than Low Price: Positioning Your Practice

Speaker: Samantha Toth, A.B.O.C.

Learning Objectives:

- 1) Identify the importance of positioning a practice.
- 2) Demonstrate the ability to create a positioning statement.
- 3) Demonstrate the ability to create marketing materials to support a positioning statement.

What is Positioning?

- 1) Unique Selling Position or USP
- 2) Competing for a Share of Your Prospect's Mind

Successful Positioning:

- 1) Know Your Competition
- 2) Finding Your Unique Selling Position

Marketing Your Position:

- 1) Effective Marketing Is:
 - a. Consistent
 - b. Targeted
 - c. Diverse
 - d. Cost Effective
 - e. Planned

Patient Perception is Reality

- 1) Communicating Your USP to Your Patients and Prospective Patients
- 2) Sell Something More Profitable than Low Price