

PUMC: Tough Times Advisory Marketing Briefs # 2



It PUMC's goal to provide you with marketing assistance during this challenging time in America's economy.

At PUMC we too are feeling the pressures of the erosion of the American consumer confidence. Therefore, we are hopeful that this series of Advisory Marketing Briefs will help our clients and friends who have been instrumental in our business for the past 34 years.

If you need clarification or assistance in implementing any of our recommendations we stand prepared to help.

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President

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1. Establish a practice Advisory Group for patients (six to ten) that have selected you as their aesthetic provider after consulting with or using other medical aesthetic specialists. Request their assistants in closing some of your consults. Have one of your key staff members work with the Advisory Group to help them tell others why they are now your patients. These same patients should be encouraged to be VIP attendees at your seminars.

- Engage your staff to help you identify the best patients for this program (i.e., the ones that are most enthusiastic about your services).
- Assign a staff member to call them and explain the need for the Advisory Group and ask for their participation.
- Provide a gratuity (we are suggesting additional services) for their participation after they have consented. **Don't offer it as an inducement.**
- Secure written and video documentation of their individual success stories.

[Example](#)

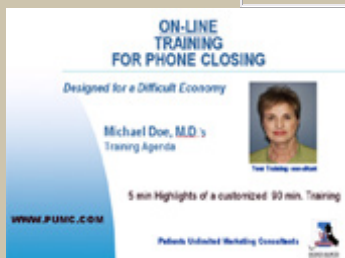
2. This is not the time to enter the media advertising war. It will not work. But, if you are lucky enough to have a media appearance, here are few tips to guide your presentation.



- Express empathy for tough times.
- Talk up the benefits of "functional beauty enhancements" during tough times (e.g., job interviewing, workplace competition).
- Sell the benefits of fillers and light source solutions as an economical means of "holding the lines" for future needed major procedures.
- Have a powerful internet reference to your website that is supercharged with SEO technology. [Examples](#)

3. Better words for your staff to use during the recession.

Now Used	Better
Waiting room	Reception Area
Fee	Investment in You
Aesthetician	Skin Care Specialist
Pain	Discomfort
Recession Crunch	Temporary Slowdown
Staff	Dr. John's Team



4. Train your staff on the Tough Time's Critical issues. Please consider our new On-Line, Customized Group Training. Go To: <http://www.pumc.com/webinar/>

The next advisory will address: *Securing More Patients From Your Web Site (Part 1); Securing More Patients From Your Web Site (Part 2); How To Conduct a Special Event; and, The Art of Training Your Staff To Your Services.*

[Contact Greg](#)

[WWW.PUMC.COM](http://www.pumc.com)

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34 YEARS

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