

CUSTOMER SUCCESS STORY



CHALLENGE

1. No sales and marketing plan
2. No clear value proposition
3. No forecasting and sales team

SOLUTION

1. We conducted some market research to develop our value proposition
2. We created an integrated list of key sales tools to help the sales process
3. We created a sales team and conduct a sales and marketing meeting to measure their effectiveness

RESULTS

1. Value proposition is strong and differentiates them in a competitive marketplace.
2. Our sales tools assist educate and deliver offers to assist the sales cycle
3. Our sales and marketing resources work together to nurture target prospects to customers

DELIVERABLES

Flyers, Webpage and Banners

What to expect on your first visit.

- 01** After your first contact we try to measure the value you get from us. We like to share as much information as we can before your consultation day. We can email or post this information to you.
- 02** Please get back to us for any further information you might need or preparing to come and see us. Other resources.
- 03** Consultation Day: If you are not sure how you would like the consult to go this is the very often best helpful, relaxing and the technique which increases the value for you.
- 04** There is no need for you to describe at any stage of your first visit. The first visit is about exchange of information and education.
- 05** I will introduce myself and you can tell me the problems / symptoms your breasts are causing for you. I need to understand your concerns so I can suggest the most appropriate educational advice.
- 06** I will run through your health history significant illnesses, previous surgery and anaesthetics, family history your breast health matters. I will run through your lifestyle requirements family demands and obligations, career demands, education, sport interests/which might impact what we plan to discuss when we plan to do it.
- 07** Next I will explain how the process of breast reduction would work (run through the whole process in detail. How you will feel, decide which procedure is correct for you).
- 08** What we would do before on procedure includes: diet, planning, education, information for time required off work, how the anaesthetic doctor will call you beforehand and go through anaesthetic details.
- 09** What will happen on the day of any procedure - who will see you before the procedure, what will need to do before you go to clinic, what will be the whole you wake up, whether you will decide to sleep in hospital or go home on the same day, will discuss the recovery process with you in detail and put it in the context of your life.
- 10** This is the really questions. This week to ask all the questions that is important to you. If you have got through everything what you wish to do for your breast at the first consultation we can do that education time will be plenty of time for that later. We will also discuss the financial side of any proposed procedure.

After your first visit we normally suggest you let all that settle in your mind, talk to you important family members or friends, and come back to see us again before you make any commitments. It is really important to us that you fully understand everything before you make any decision.

The Breast Reduction Clinic
 T 03 9500 0366 | F 03 9500 0366

Information is power—the power to make the choice that's right for you.

We are dedicated to breast reduction – it is what we love to do. We provide empowerment through information, and a place where any woman can discover the options available to a supportive, respectful and nurturing environment. Through The Breast Reduction Clinic, don't a reality near to the healthcare scene, our team, led by Dr James Barr, has been caring for women with breast reduction concerns for over 15 years.

• Complete our survey • Sign up for our newsletter

T 03 9500 0366 | F 03 9500 0366 | 40-8494breastreductionclinic.com

• Great Private Hospital
262 Houston Highway
Watsons, VIC 3152

• Suite 9, Calson Medical Centre
113 Watsons Road
Malvern, VIC 3144

• The Australian Government
• Australian Society of Plastic Surgeons
• HOSPITAL ACCREDITED

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