

September 2005 Highland Beach, Florida  
16th-18th



# Sales and Marketing Workshop



COACHING ► FOR ► SERVICE

(800) 252-6279

Our format for this meeting was different from that of our regular meetings. This was a much more casual workshop which took place in the hotel parlor suite.

The common denominator for this group was what to say when you get to a doctor's office, what to show them and how to get them to invite you to speak to the doctor or staff, make appointments and secure them as accounts.

Topics and discussions included:

- What is marketing and sales?
- What role do each of you fulfill in your laboratory?
- How do your co-workers and doctors view your laboratory?
- Doctors' or offices' first point-of-contact
- Focusing on quality and service
- Developing systems, standards and training
- Cold calls
- Overcoming "No"/Turning a "No" into "Yes"
- Marketing Teams
- Developing a marketing plan
- New services
- Seminars
- Study Clubs
- Newsletters