

Maximizing Business Opportunities

Heather Goodchild

Disclosures

Currently employed as Director of Education and Training at SkinMedica®, Inc.

**Managing Your Business:
Why Do You Do What You Do?**

- ◆ List the three most important things that drive you to do what you do?
 - ◆ Why this industry?
 - ◆ Why the type of practice you are in?
 - ◆ Why the position and responsibilities that you have?

DO YOU LOVE WHAT YOU DO?

**Managing Your Business:
What Can You Control?**

- ❖ Your patients' experience
- ❖ Your time
 - ❖ In the treatment room
 - ❖ Out of the treatment room
- ❖ Your value

**Opportunity:
Total Approach**

CLIENT:

- ❖ Listen
- ❖ Educate
- ❖ Demonstrate
- ❖ Perform
- ❖ Ask
- ❖ Thank

LISTEN to concerns "what bothers them most"

EDUCATE: On how product or procedure will specifically address those concerns

DEMONSTRATE Perform Use before & after pictures, value direct patient testimonials

ASK Would they like to bring the product home today? How did they enjoy their procedure?

THANK With follow up Call 3 days after Check-in when returning

Your Patient Experience

- ❖ Are you building a comprehensive treatment plan?

TREATMENT PLAN PRACTICE LINK

Name: _____ Date: _____

Area of Concern

Procedure Recommendations

Home Care Plan

**Managing Your Business:
Your Value**

- ◊ Does your practice know your value?
- ◊ Do you know your value?

**Managing Your Business:
Know Your Numbers**

Why Knowing Your Numbers is Critical to Your Success and to Loving Your Career

- ◊ What's driving patients back to see you
- ◊ What's driving your pay check
- ◊ Areas of growth opportunity

**Your Base Line Numbers:
2010 Monthly Sales & Annual Sales
2011 YTD Sales Monthly & Annual**

- ◊ **Total Product Sales**
 - ◊ Top Selling Products
 - ◊ Bottom Selling Products
- ◊ **Total Treatment Sales**
 - ◊ Top Selling Treatment
 - ◊ Bottom Selling Treatment
- ◊ **Total Number of Patients Seen**
 - ◊ Number visits for each patient for treatments
 - ◊ How many patients are receiving both in office treatments and home care from you

**Managing Your Business:
What Do Your Numbers Tell You?**

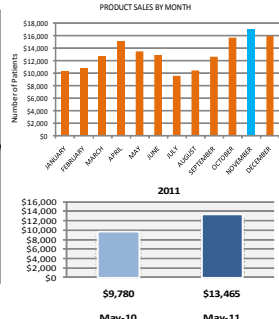
- ◊ Which treatments are driving your business?
- ◊ Where do you have opportunity for improvement?
- ◊ Which products are driving your product sales?
- ◊ What is your retail to service ratio?
- ◊ Are your patients loyal to you or are you always having to find new patients?

Service to Product Sales Ratio
Analysis completed for: La Bella Donna
Current Ratio: 6:1
Max. Sales opportunity by adjusting to 1:1 Ratio: \$25,000

Category	Percentage
Service	83%
Product Sales	17%

Managing Your Business: Compare Your Numbers?

- ◊ Which months are peak months?
 - ◊ How will you maximize busy months?
- ◊ Which months are the softest?
 - ◊ How will you compensate for slow months?
- ◊ Are you up over last year?
- ◊ What is driving your growth?
- ◊ Where can you focus to drive additional revenue and increase patient satisfaction?



PRODUCT SALES BY MONTH

Month	Number of Patients
January	10,000
February	10,000
March	11,000
April	12,000
May	13,000
June	12,000
July	11,000
August	10,000
September	11,000
October	12,000
November	13,000
December	14,000

2011

Month	Revenue
May-10	\$9,780
May-11	\$13,465

Managing Your Business: Drive Your Value

Keep your management team in the know

- ◊ Ask for monthly scheduled meeting
 - ◊ Expanding education – planning for classes and training
 - ◊ Practice updates & successes- positive patient feedback
 - ◊ Ideas or initiatives
 - ◊ Areas of opportunity- how are you driving to improve
- ◊ Quarterly numbers review
 - ◊ Show your growth and contribution
 - ◊ Patient retention how are you keeping patients, patients of the PRACTICE

Managing Your Business: Are Your Patients Happy?

What do your numbers tell you?

Opportunity

- ◊ Enhancing your customer care - Go the extra mile
 "Successful people go the extra mile. Plain and simple. They do it because it says multitudes about their work ethic and character. They stand out from the crowd because of their extra efforts. They get the promotions, they get the loyal customers, they grow their businesses twice as fast, they get financial rewards, job security, and they go home feeling satisfied." – Jack Canfield
