

Building Relationships with Physicians' Office Staff

Leading Home Care... a Tweed Jeffries company

April 21, 2005 - 1:00 p.m. Eastern Time

Guest Expert:

*Dr. M. Tray Dunaway, FACS
Surgeon, Professional Speaker
and Author*

Your Host:

*Stephen C. Tweed, CSP
Chairman & CEO
Leading Home Care*

All of the change taking place in home care today is creating incredible opportunities for you to grow your business and position your company for the future. One of the best ways to grow your business is through the focused application of strategic selling and marketing skills.

This high-content teleseminar is designed to provide you and your sales team with what you need to know to persuade key members of a physician's office staff to refer patients to your agency instead of your competitors. It will help you identify and develop certain skills that are critical to your success, and it will show you ways to build better relationships with your key internal and external customers.

Objectives: As a result of this teleseminar, you will be able to:

1. Develop relationships with physicians' office staff
2. Communicate more effectively with physicians' staff members
3. Ask physicians' staff for referrals

The Seven Step Relationship Selling Process ***“The Seven Steps Applied to Physicians and their Office Staff”***

1. Prospecting - How do we determine if a physician is an “A” prospect?

- Who are the key staff members in a physician’s office with whom we need to connect?

2. Making the Approach - What is the best way to approach members of a physician’s staff?

3. Developing Rapport - How do we earn rapport with a busy office staff member?

4. Fact Finding - What are the primary factors that a physician’s staff member might

consider with selecting a home care company to make a referral?

5. Presenting Your Offering - What is most important to physicians' staff members?

What do they want to know about home care programs and services?

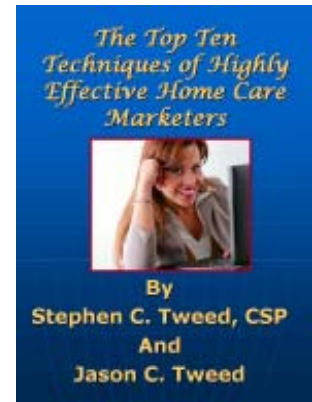
6. Closing the Sale - How do we ask for the referral?

7. Service After the Sale - Besides positive patient outcomes, what else do physicians and their staff members want from a home care agency?

Other Resources from Leading Home Care to help you Grow Your Business

The Magic is in the Mix: The Top Ten Techniques of Highly Effective Home Care Marketers

To grow your home care business, apply these proven techniques from the Leading Home Care 2004 marketing survey. These top ten techniques are sure to get you the new client referrals that you want and deserve. Download this manual today at <http://www.leadinghomecare.com/store/ebooks/homecaremarketing.html>.



Get Ready - Get Set - Go - Go - Go! A Marketing Primer for Home Health Care Professionals

This book is a collection of chapters written by experts at taking sound marketing fundamentals and applying them to the home health care market. It includes techniques for taking your programs and products to market for anyone in positions of public contact. Available at <http://www.leadinghomecare.com/store/books/gogogo.html>.

Upcoming Teleseminars on Marketing:

June 16, 2005 - Growing your Home Care Rehab Business

August 18, 2005 - Growing your Home Care Pediatric Business

November 17, 2005 - Marketing to Physicians, with Dr. M. Tray Dunaway

December 15, 2005 - Growing your Cardiac Care Program

About your Leading Home Care Teleseminar Team

Dr. M. Tray Dunaway, FACS



Dr. M. Tray Dunaway, FACS, is a surgeon turned professional speaker who uses his years of experience as a physician and surgeon to help other physicians be more successful in their practices, and to help home care leaders communicate more effectively with physicians.

Stephen C. Tweed, CSP



For the past 20 years, Stephen Tweed has worked with home care companies around the country that want to grow their businesses, and with home care leaders who want to multiply performance. He is currently Chairman and CEO of *Leading Home Care ... a Tweed Jeffries company*, the center for home care strategy and leadership. Stephen has served on the Boards of Directors of three different home care companies, and as the Interim President and CEO of a \$25 million home care company with 400 employees.

Annie Yoho - Teleseminar Producer



Annie Yoho has helped write, produce and emcee numerous audio learning programs. She served as Vice President and Marketing Director for a top-name professional speaker for 10 years, where she developed a unique telemarketing system for business development. Annie's roots represent a long line of professional speaking talent. Her father, father-in-law and husband are all professional speakers. Being surrounded by speakers, she's thrilled to finally have a chance to say something!