



IDEOLOGY
CONSULTING

Bridging the Gap Between Client & Practice

Outline

Explore what we need to do as owners and managers to ensure your practice survives is to develop a culture that supports innovation and continually questions why we do what we do and how we do it.

This change can only come from you, the critical resources of the practice, its owners and staff.

The quest to find strategies that create change can't start with an inventory of best practices or problems. Our goal must be to create a business model that is forever changing and adapting, forever taking advantage of opportunities and trends.

If we get this right, there should be success and fast painless change. No major surprises, crises, re-organisations or trauma. It will be very exciting and stimulating.

Content

- Do we actually sell?
- Understanding patients
- The Gap Driver...why do they do that?
- Understanding buying
- Key influencers
- Client care
- Selling in tough times

Delivery

PowerPoint presentation with interactive discussion and agreed outcomes

Participants

Maximum 10 persons. 3 hours

Contact

Mark Overton Mobile: 0409 233 901

Email: mark@ideologyconsulting.com.au

Web: www.ideologyconsulting.com.au

