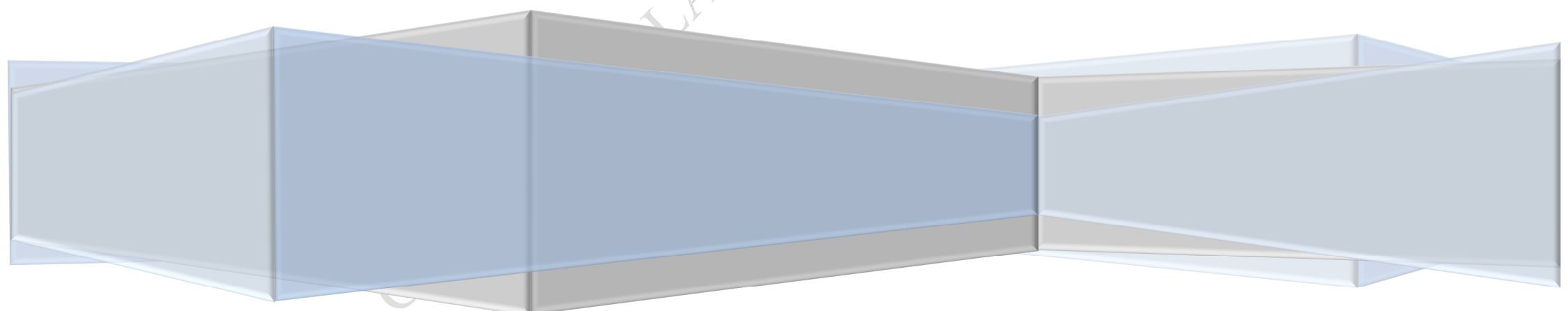


**Your Dental Practice**

**Sales & Marketing Procedures**

**How to Communicate Excellence**

LA Limited - DO NOT COPY



## TABLE OF CONTENTS

Overview .....	3
Sales & Customer Care .....	5
1 Process Overview .....	6
2 Inbound Enquiry .....	7
3 Exit Enquiry .....	11
4 New Patients .....	12
5 Treatment Planning .....	14
Marketing .....	18
6 Routes to Market .....	19
7 Recruitment .....	20
8 Reactivation .....	22
9 Retention Strategy .....	23
10 Referral System .....	24
11 Promotional Calendar .....	26
Support Collateral/Infrastructure .....	27
12 Online Strategy .....	28
13 Collateral .....	30