

# The Stand Out Practice: Turning Purpose into Practice





*I acknowledge the traditional owners  
and custodians of the land  
that I live and work on as the  
First People of this Country.*



**Today:**

- **Profit for Purpose Formula next steps**
- **Unique Selling Proposition & Guarantee**
- **Case studies**
- **Customer service – PREMS**
- **Testimonials**
- **Develop your USP & Guarantee**



FOLLOW US



Downloads; events; offers -

Email: [CaseyV@marcuskroek.com.au](mailto:CaseyV@marcuskroek.com.au)

Appointments

Email: [Marcus@marcuskroek.com](mailto:Marcus@marcuskroek.com)





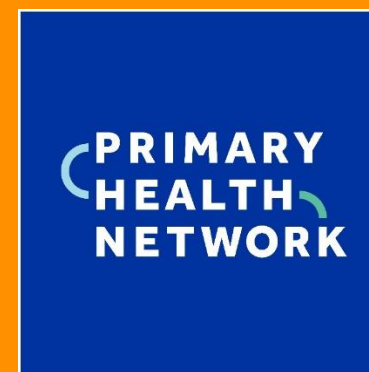






scan the QR code or  
head to [slido.com](https://slido.com)  
and enter event code: AH4

**Do you have any guarantees  
in your practice?**





# Niche – Predictable Cashflow ...

Niche =  
A Commercial,  
**PROFITABLE**  
Enterprise ...



**NO PRICE  
COMPETITION**



# The Profit for Purpose Formula



You can use this  
CHASSIS to build  
either a Camry or  
a Lexus



This is the most  
powerful  
business secret  
you'll ever learn



With just a 10% increase ...

Number of Leads	4,000	4,400
X	X	X
Conversion Rate	25%	27.5%
=	=	=
Customers	<u>1,000</u>	<u>1,210</u>
X	X	X
# of Transactions	2	2.2
X	X	X
Avg. \$\$\$ Sale	\$100	\$110
=	=	=
Revenue	<u>\$200,000</u>	<u>\$292,820</u>
X	X	X
Profit Margins	25%	27.5%
=	=	=
Profit	<u>\$50,000</u>	<u>\$80,525.50</u>



That's a **46%** increase in  
your revenue ...

**And a massive  
61% increase  
in your profits**





scan the QR code or  
head to [slido.com](https://slido.com)  
and enter event code: AH4

**Which area of the formula  
are you currently focussed  
on improving?**







**Margin – The amount made  
from the transaction**





# **Average Dollar Sale – The amount generated from the transaction**





**# of Transactions –**  
**The number of separate times a**  
**patient deals with you**



**ATTRACT**

**LEAD GENERATION**

**CONVERT**

**CONVERSION RATE**

**REPEAT**

**# TRANSACTIONS**





Marketing Is ...

The Business  
Your IN



Marketing Is

# Communication & Education





Marketing is not just advertising

**Marketing starts well  
before the first  
purchase & continues  
well after the last sale ...**



**What are you  
communicating to patients?**

**When do you do communicate?**

**How do you do communicate?**







# RAVING FAN

ADVOCATE

MEMBER

CUSTOMER

SHOPPER

PROSPECT

SUSPECT





**What are you  
communicating to patients?**

**PREMS**

**Patient Centred**

**PROMS**

**Proactive**





scan the QR code or  
head to [slido.com](https://slido.com)  
and enter event code: AH4

**What are you  
communicating to patients?**





# Dr Paddi Lund







# **Attracting & Converting Customers – Case Study**



# THE B.B.B.K. GUARANTEES

## GUARANTEED PERFORMANCE

1. You do not pay our initial charges until we Totally Eliminate every roach, rat or mouse nesting on your premises.
2. If you are ever dissatisfied with our results and want to cancel our service due to a re-infestation of roaches, rats or mice, we will:
  - A. Refund up to one year's service charge and...
  - B. Pay the cost of another exterminator of your choice for up to one year.

## GUARANTEED PROTECTION

1. Should a roach or rodent be seen by one of your guests, we will PAY THEIR BILL,\* send them a letter of apology and invite them back as our guest.
2. We will PAY ALL FINES that may be levied against your hotel or restaurant by the health authorities for the presence of roaches or rodents, and further...
3. Should your hotel or restaurant ever be closed by the health authorities solely for the presence of roaches or rodents, "Bugs" Burger will PAY PROFITS LOST while you are closed, plus \$5000.

\*Hotel Rooms—one room night

**"BUGS" BURGER BUG KILLERS, INC.**  
The Original Pest Elimination Company™





Unique Selling Proposition

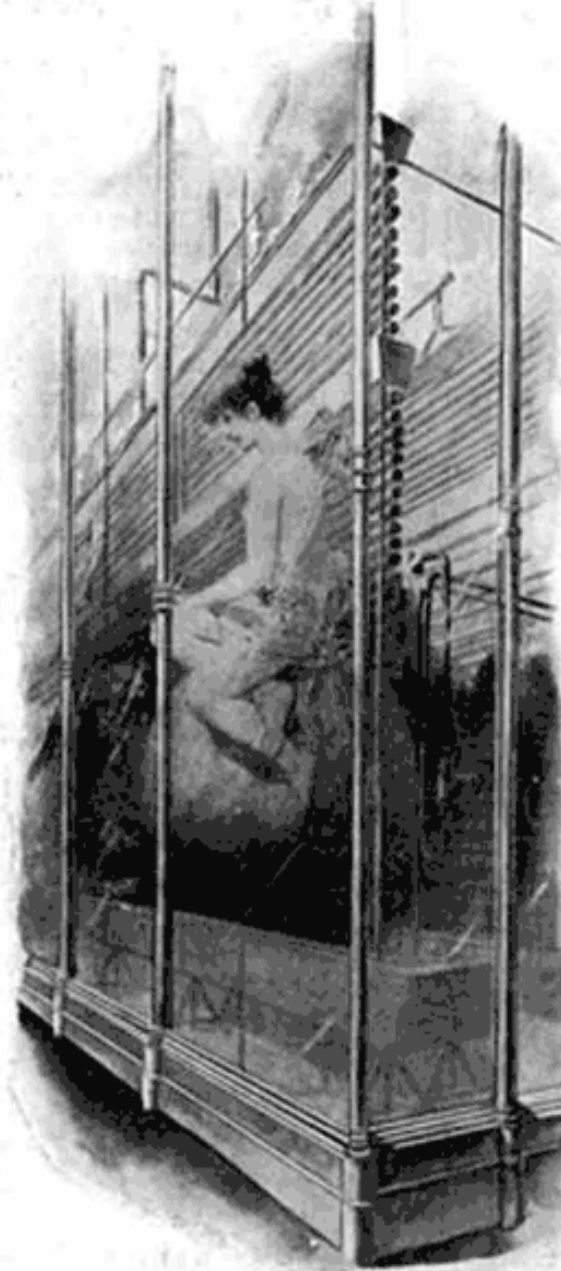
**What's Your  
U.S.P.?**

**What is your point of difference?**



# Schlitz

## In Filtered Air.



The picture shows a room in which Schlitz Beer is cooled—a plate glass room to which air can only come through filters.

The beer is cooled by dripping over frigid pipes in air as pure as human means can make it.

And that's but one extreme.

Before the beer comes to this room it is brewed in air tight cauldrons. After it leaves here it is filtered, then sterilized. Absolute cleanliness all through.

Not another article of your food or drink is the subject of such caution. But beer is saccharine. Any impurity would multiply in it and make the beer unhealthful.

It is by such extremes as we show you that we maintain the reputation of Schlitz Beer for absolute purity.

"Green" beer—half-aged beer—is the beer that causes biliousness.

Your physician will tell you that Schlitz, the beer that made Milwaukee famous, will not make you bilious.

**DICTIONARY FREE.**

We will send you a 300-page up to date Webster Pocket Dictionary upon receipt of two-cent stamp, to pay postage. Address, SCHLITZ, Milwaukee, Wis.

**MK MarcusKroek**  
BUSINESS COACH | AUTHOR | SPEAKER



# A Successful USP Should Be ...

- Truly unique
- Meaningful
- Easy to understand
- Something that will get people talking
- Something that can't be easily copied





Creating a Difference can also Be  
done with a ...

**Guarantee ...**



# Why Does A Guarantee Work?

- Increases confidence
- Gives security
- Reduces risk
- Builds trust





# 5 Musts of a Guarantee

1. Unconditional
2. Easy to understand
3. Important to customer
4. Easy to invoke
5. Easy & quick to collect on





# 5 Reasons You Need a Guarantee

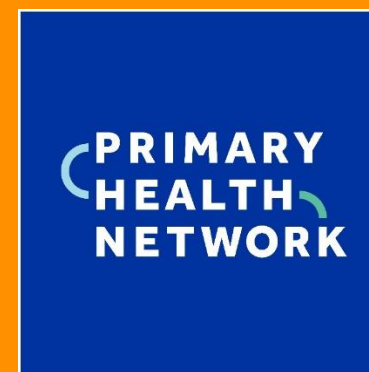
1. Sets clear performance standards – makes YOU committed
2. Generates data
3. Produces constant improvement
4. Builds customer loyalty
5. Lowers resistance and builds trust





scan the QR code or  
head to [slido.com](https://slido.com)  
and enter event code: AH4

**What will make you stand  
out from the crowd?**





# 3 Lessons

# 3 Actions

**Action  
COACH**  
BUSINESS COACHING



**MK** **MarcusKroek**  
BUSINESS COACH | AUTHOR | SPEAKER

PROFIT FIRST PROFESSIONAL  
**CERTIFIED MASTER**  
★★★★★

PRIMARY  
HEALTH  
NETWORK



# THANK YOU FOR JOINING US!



FOLLOW US



Downloads

Email:

[CaseyV@marcuskroek.com.au](mailto:CaseyV@marcuskroek.com.au)

PROFIT FIRST PROFESSIONAL  
CERTIFIED MASTER  
★★★★★

 **MarcusKroek**  
BUSINESS COACH | AUTHOR | SPEAKER