




Dr. Grove Higgins & Master Trainer Pat Marques

Joint Replacement Fitness Specialist






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Module 5


Business Planning for the Joint Replacement Fitness Specialist

Lessons:
Business Development, Market Research, & Strategic Partnerships


Guest Presenter: Joe Lemon

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AMA Policy Research - 10% decrease in physician owned private practice. More than half of family doctors (58.3%) are now employees and 38.4% are owners, while 3.3% are independent contractors.



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Problems | Solutions

- Problems
 - Lack of trust in the fitness industry
 - Private Equity M&A
 - Decreasing reimbursement rates
 - Healthcare provider burnout
- Solutions
 - Simple value proposition
 - Quickly communicate skillset
 - Collaborate on patient specific programs
 - Creative ways to reduce stress & workload



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Business Development

- Art & Science of Selling
- Guerrilla Marketing Strategy
- Building Trust Strategic Partnerships
- Conduct Market Research And Commit To A Niche



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ART & SCIENCE OF SELLING



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Building Trust

- Be an expert
(speak the language)
- Stay in your scope
- Be predictable
- Quantify your impact
- Keep your commitments
- Be human

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It's not only what you...

Dr. Albert Mehrabian's 7-38-55% Rule

Elements of Personal Communication

- 7% spoken words
- 38% voice, tone
- 55% body language

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Sales Math

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4 Step Market Research

- 1) Run SWOT
- 2) Identify Target Audience
- 3) Conduct Research Survey
- 4) Choose on Niche Within Niche



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Run S.W.O.T



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Identify Target Audience



Demographics:

Age
Gender
Occupation
Geolocation

Psychographics

Lifestyle
Personality
Characteristics
Principles & beliefs
Activities & Interests



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Decide on Niche Within Niche



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Engage & Test Your Niche

- What is your deciding factor for hiring a medical fitness professional / trainer?
- How likely are you to work with a trainer post-surgery?
- Where do you get information about medical fitness?
- Where do you prefer to meet trainers?
- What specific needs do our services meet for you?



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Feedback Questions

- Why did you choose us?
- What specific needs does our product meet for you?
- What do you think about product pricing?
- How would you rate our service?
- What challenges did you encounter while working together?
- Would you be willing to recommend us to your network?



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Connect doctors and physical therapists

STRATEGIC PARTNERSHIPS



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Target Partners



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Building Strategic Partnerships

- Provide Quick Overview of Expertise 3 or 4 sentences
- Understand Healthcare Providers Value Proposition
- Document the Process & Relay Insight
- Ongoing Communication



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Guerrilla aka Budget-friendly Marketing Strategies

IDENTIFY YOUR BEST CLIENTS.



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Guerilla Marketing Ideas

- Practitioner of the Month: Choose a local provider and leave a gift.
- Superstar Saturday: Client appreciation day
- Educational Event: AMA (ask me anything)
- Cross-promote: Collaborate with competition include strategic partners



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Cross-promote by leveraging list

- Reach out local business owner
- Create an special offer their customers
- Create email template for business owner
- Set end date. Max 30 days test



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Let's Connect

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Join Real Value Exchange Community on
Linkedin and Facebook Group

IG: @RealValueExchange

LinkedIn:
<https://www.linkedin.com/in/joealexlemon/>



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