



# WEST COAST LASER

## CUSTOMER SUCCESS PLAN

### **5** STEPS TO FINANCIAL FREEDOM



# WELCOME TO THE FAMILY!

WCL is dedicated to removing barriers, like no other, to help individuals look and feel their best. Practice success is directly correlated to our consultants providing your team an **intimate, customized, and comprehensive training program**. Over the next 90 days our consultants will partner with your practice to provide:

- A clinical foundation and hands-on experience
- Proven method of developing product ambassadors
- Procedure free recommendations
- Cross selling techniques
- Front desk training
- Promotion and practice branding strategies
- Social Media & PR strategies

The Customer Success Plan's core objectives will be learned and reviewed over five digestible sessions. As in any partnership, both WCL and your practice will have commitments to honor for each session. **Utilize this guide to monitor and track your practice's milestone success.**



Align  
Resources



Lay the  
Foundation



Develop Brand  
Ambassadors



Launch Marketing  
Initiatives



Assess  
Partnership



## STEP 1: ALIGN RESOURCES

Establishing a team, building rapport, and proving the proper incentives prior to the commencement of training are imperative. Stakeholders will be given access to a host of digital files, and download appropriate forms prior to the training.

### **PRACTICE RESPONSIBILITY: IDENTIFY PERSONNEL**

- Provide WCL Consultant a list, including titles and email addresses, of your practice's WCL Product stakeholders.
  - Designate a Clinical Champion
    - Responsibilities include:**
      - Knowing latest clinical protocols
      - Keeping staff up to date
      - Performing patient consultations and pre and post procedure follow up
  - Designate a Marketing Champion
  - Two operators

### **WCL CONSULTANT RESPONSIBILITY: PROVIDE RESOURCES**

- Provide patient treatment sheets and related paperwork
- Clinical documents
  - Treatment Consent Form
  - Treatment Consultation Form
  - Treatment Planning Form
  - Take-Home Guidelines
  - Photo Release Form (optional)
- Training Videos (as available)



## STEP 2: LAY THE FOUNDATION

Over the course of visits during the first 30 days of ownership, your WCL consultant will provide your staff a clinical foundation through didactics, demonstration, discussion, and practice. Implementation pearls will be shared at each session.

### MODULE ONE

- Learn the science
- Review clinical papers and respective conclusions
- Receive clinical protocols
- Understand patient selection criteria
- Review patient records
- Learn how to perform patient consultations
- Receive an introduction to photography
- Define front desk responsibilities
- Review phone answering skills
- Prepare responses to top ten questions
- Treat a model patient
- Test knowledge and receive a certificate of competency
- Access electronic info (and clinical training videos as available)

### MODULE TWO

- Review operator's product knowledge, including but not limited to:
  - Clinical expectations
  - Observe operator setup and patient treatment
  - Cases and treatment records
- Assess clinical photography
- Address any questions

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## STEP 3: DEVELOP BRAND AMBASSADORS AND MVPs

Brand Ambassadors and Most Vocal Patients (MVPs) are the face of the brand. Developing internal brand ambassadors will pay immediate dividends in terms of client education and engagement, marketing, support, and overall responsiveness. MVPs will engage prospective clients and drive demand. Having a no consumable system ensures the time invested provides a significant ROI.

### BRAND AMBASSADORS

- Ensure staff members receive full treatment protocol during the first four weeks of installation to better understand how product works and to set expectations.

### MVPs

- Select five MVPs and provide each individual with a complimentary round of treatments.
- MVPs agree to promote your new technology through social media, TV, or other media.



## STEP 4: LAUNCH MARKETING INITIATIVES

Congratulations! One month has passed and your practice is now positioned to drive patient revenues. We will focus on integrating your new technology from a marketing perspective, as well as prepare for your upcoming open house event.

### INTERNAL MARKETING

- Patient Promotion through Patient Brochures, Posters, and Counter Stands
- Develop a Brag Book, Digital Photo Frames, and DVD Loop/Shout MD
- Mine and Email your Customer Database
- Direct Mail Campaign
- Loyalty Programs and Incentives
- Integrate Patient Financing

### EXTERNAL MARKETING

- Direct Mailer Campaign
- Define e-strategy and create engaging content
- Develop SEO plan
- Integrate social media - Facebook, Twitter, Pinterest, and Instagram
- Issue press release announcing your new technology
- Media and advertising
- Set and save the date for an open house



## STEP 5: ASSESS PARTNERSHIP

Your practice has been treating patients for 2 months.  
We assess our partnership to date and ask:

- Have we lived up to our commitments and satisfied your practice's expectations?
- How else can we serve you?

### WCL CONSULTANT

- Clinical Champion Review
  - Review clinical expectations, treatment records, and patient outcomes.
  - Observe operator setup and patient treatment.
  - Address any remaining questions.
- Marketing Champion Review
  - Review number of patients treatment and revenues generated.
  - Understand if WCL and your WCL consultant have lived up to expectations.

### PARTNER

- Provide number of patients treated and revenues generated from your new technology.
- Have WCL Product stakeholders pose for a team photo.

# WHAT YOUR COLLEAGUES ARE SAYING...

"I have had the pleasure of working with the folks at West Coast Laser for about 10 years now. The reason I have stayed with them so long is that I find the information they pass on is fair and balanced so that I never get the feeling they are "pushing" one particular device because that's the one they have. We know they are there for us and that is extremely important to me as a clinician. I guess I can't say anything more positive than that I trust them."

**Peter Jenkin, MD, Dermatology Associates of Seattle | Seattle, WA**

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"Working with West Cost Laser has been the best collaborative business maneuver I've made since starting practice as a plastic surgeon. We actually developed a strategic plan for where we wanted our business to be prior to making any purchase decisions. They have provided tireless technical support, marketing ideas and in debt analysis of our progress. With all that being said the most impressive part of West Coast Laser is their leadership and team. They are honest, charitable, dependable and all around great people. I love working with their team and can never say thank you enough for all the support they have given my growing business."

**Keith C. Neaman, MD, Neaman Plastic Surgery | Salem, OR**

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"Thanks for coming down for the training, and for securing this upgrade for us. It's a privilege to get to work with people like yourselves who really cares about results and, more importantly, relationships."

**Will Delgado, MD, Bend Dermatology | Bend, OR**

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"I owe so much to the team at West Coast Laser — they helped me expand my practice and make it a success. I feel very strongly about them because so many others in the industry are just looking to make a profit, regardless of the tactics it takes to get there. Their team has the knowledge and judgement that makes it easy for them to be honest and helpful. They sincerely want their clients to succeed and become long term customers. Their level of support is unsurpassed. I am very happy to be working with them."

**Katherine Dee, MD, Glow Medispa | Seattle, WA**

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"Not only did West Coast Laser help me decide which aesthetic system was right for my practice, they trained me and my staff on how to use it and provided me with invaluable advice on how to promote aesthetic services to my patients."

**Dr. Adam Maddox, Thrive Aesthetic and Anti-Aging Center | Portland, OR**

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"I've been a client for several years and have always been pleased with their service. They have helped me grow my practice and have always been accommodating to my needs. I would recommend their service."

**Adriana Brune, MD, Brune Dermatology | Corvallis, OR**

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"Our practice has been working with West Coast Laser Rental for more than five years. This is the most convenient, cost effective method that allows us to provide a variety of laser treatments to our patients without having to spend thousands of dollars purchasing the technology or paying for upkeep. Having a West Coast Laser specialist setup the equipment and assist our doctor during treatment is an added bonus and provides a positive experience, consistent treatment and positive outcomes for our patients. I recommend West Coast Laser Rental to any practice that values quality patient care, consistent service and the ability to offer a wide variety of services to their patient base."

**Yvonne Troutman - Assistant to Dr James Chan, Réviance Plastic Surgery | Portland, OR**



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- Assess Partnership