Viral Coefficient Program Layout and checklist:

The main KPI with this Coaching Program is to achieve a VQ ratio of 1 (meaning on average each customer gives us 1 referral)

VQ = (# of referrals for the past 12 months) / (# of patients on your list)

1- Quarterly planning with KPIs around referrals for everyone
2- Hire a person for customer retention, to make phone calls and more
3- Identify personal and company's values and display on marketing materials
4- Collect stories/reviews on your values
5- Identify top Patients, the top 20%, gift them, nurture them, keep them.
6- Identify top Referrers: gift the top 20% and the rest of them appropriately, nurture them, keep them
7- One VIP event for the top 20% club members per year. (patients and referrers)
8- Educate the team for better customer service
9- Educate the team to educate and ask customers for referrals
10- One birthday card, one anniversary card to patients
11- Show evidence of referrals everywhere, and that everyone refers to us and so should you.
12- Daily calls to reactivate past patients with new offers
13- 12 emails per year, one per month (minimum). Thank referrers in the Newsletter.
14- 4 Phone calls per year/per patient to follow up and stay in touch
15- Identify insurance holders and book them for other services, Otherwise their insurance goes to waste
16- Email the part of the list that has no phone number and address, and retarget them on FB, YouTube, and everywhere else
17- Retarget your list on FB, YouTube, Instagram and Google networks and stay on top of their mind
18- Weekly/biweekly video content on your Social media channels to stay in touch and engage your followers

Results and benefits:

1- More referrals
2- Higher patients satisfaction
3- Higher profits
4- Lower lead generation cost
5- Better customer loyalty
6- Less stress for business owner
7- Recurring revenue
8- Consistent sales
9- Better sale value for the business if you want to sell your business

To learn more about this program and see how it applies to your business,

Book your Free Discovery call with Mostafa at www.persyo.com/apply