

PUMC TUTORIAL DVD ORDER FORM

SELECT A DVD: *See our Bonus* Phone training CD special!! \$235*



"Close the Deal" Trio This dynamic 3 set covers closing techniques for the **phone, Internet and In-person**. Your staff will have the specifics on how to turn an inquiry into a closed – booked appointment and/or referral. These DVDs are an excellent training tool for a new employee as well as a refresher for a seasoned employee who may need a "jump start!" **\$89 each**



"Take Your Internet SEO Results to The Max With Video!" Improve conversions from your Web sites, Attract more patients, Retain existing patients, Increase search engines rankings and grow traffic and Build and protect your reputation. **\$89.**



Take Your Internet SEO Results to The Max! The factors you control in your SEO results, How SEO is negatively affected, Best design practices for E-Blasts, Designing the E-Blast Lists!, The function of a landing page, Managing your Internet reputation. **\$89**



Develop your customized marketing plan...Following our steps. Your practice will have a focused and effective marketing strategy. Covers the basics of market research and data analysis to apply tried and true marketing programs, along with budgetary guidelines. \$89. Includes Planning Guide Tool **\$89.**



The Future Of Cosmetic Surgery-National Survey of PUMC's Clients PUMC's recent national Webinar Forums discovered that our client's priority is to have a marketing plan and strategy for 2011 that is effective cost efficient and uses the Internet smartly. Only **\$89.**



Converting E-mail Inquiries Into Consultations

10 essential e-mail response items
How to answer the shopper's question
What to do after you answer (tracking and follow-up) **\$59**



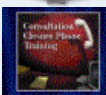
Tips for Closing Phone Shoppers

Qualifying the shopper
Finding the caller's "hot button"
Quoting fees that "sell" **\$59**



Implementing Cross Promotional Opportunities

Assessment of your collaterals
How to get more mileage out of your promotional materials
How to extend the shelf life **\$59**



Interactive Phone Shopper Closing Techniques

Learn how to effectively close to a consultation without appearing pushy
Maintain a positive relationship with every call.

Close and follow up **\$99***¹

TOTAL \$

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¹ **Interactive Phone Shopper DVD Complimentary with order of \$300 or more...Value \$99 Exp 5/1/11**

MARKETING•ADVERTISING•PUBLIC RELATIONS CONSULTANTS

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