

**PATIENTS UNLIMITED MARKETING CONSULTANTS  
PEAK STAFF PERFORMANCE ANALYSIS GUIDE  
BAKER GORDON SYMPOSIUM 2017**

Your staff must work at a high peak performance team to optimize marketing results. Learn more at <http://www.pumc.com/cosmetic-plastic-surgery-marketing/practice-marketing/staff-training/>  
[Lou Haggerty](#), Senior VP and Training Director

**Doctor's Name** \_\_\_\_\_ **Size of Staff** \_\_\_\_\_ **Dedicated Sales Staff (PPC)** \_\_\_\_\_

Rate your overall (all) staff's performance in the following areas:

	Excellent	Good	Average	Poor
1. Converting phone calls into consultations				
2. Converting email inquiries into consultations				
3. Closing Internet shoppers				
4. Expertly quote fees with NO apologies				
5. Converting consultations into close procedures				
6. Engaging satisfied patients to active referring patients				
7. Engaging satisfied patients to active reviewing patients				
8. <b>No</b> Front/Back office separation (mentality)				
9. Staff communication and team engagement				
10. Your overall satisfaction in your staffs sales skills				

