

# Meet The Team

The People Who Want You To Succeed

## A Competitive Edge

A practitioner marketing program designed to increase revenues and develop brand equity



### Scott Ritchie

Marketing Team Coordinator

Scott is responsible for the overall planning and implementation of your marketing program. His extensive experience in rapid development project planning for small business marketing has made him a valuable addition to the success of our *A Competitive Edge* program.



### The Marketing Team

Designers, Programmers, and Marketing Specialists

Theralase employs a number of specialists each adding to the success of your business. With over 15 years of industry experience coupled with an excellent and highly skilled team, the successful implementation of your marketing program is a sure thing.



Building Clinic Revenue

## About The Program

The clinic marketing program, *A Competitive Edge*, is a strategic partnership designed to drive business, track progress and enhance brand equity.

Spurred by excellent results, the number of clinics in Canada and the U.S. offering therapeutic laser treatment continues to grow every year while existing practitioners are feeling the pressure and losing business. Theralase is tilting the scales by offering you an essential marketing toolkit, *A Competitive Edge*, created from 15 years of marketing intelligence.

Our turnkey program automates the critical components of therapeutic laser marketing. Whether you are an industry freshman or a savvy business owner, *A Competitive Edge* will boost your profits and make your business a savvy marketer.

For more information, please visit:  
[www.theralase.com/acompetitiveedge](http://www.theralase.com/acompetitiveedge)

Click on the subscription icon

# What's in it for You!

## Program Benefits and Opportunities

### Business Opportunities:

*A Competitive Edge* encompasses a number of marketing tools and strategies proven to increase revenue:

- Brand Equity Optimization
- Web Marketing
- Direct Marketing
- Client Tracking and Analysis
- Customer Retention (VOC Programs)
- Theralase Lead Sharing

The following tangibles are included in the *A Competitive Edge* package:

### Professional Website and Hosting

Our practitioner marketing program, *A Competitive Edge*, will equip your business with a professionally designed website and free reliable web hosting. A website, in many instances, is the first point of contact between you and your patient. Rule of thumb states that a first impression is a lasting impression and with this logic in mind, it is very important for all business to invest in a professional website.

**Note:** Problem free transitioning of your existing website to a Theralase professional web package can be completed with minimal effort on your part.

### Online Marketing and SEO

The Theralase web marketing team performs a number of ongoing services helping boost traffic to your website. Our goal is to utilize Theralase proprietary techniques to help you climb the search engine ranks and to ensure your website is accessible on a number of popular business directories. Additional Online Marketing programs are available at a small cost to the customer.

### Client Tracking and Analysis

The most overlooked aspect of marketing is the collection and interpretation of customer data. Businesses who collect data may not have the necessary savants to leverage such data as a competitive edge. The Theralase marketing team has automated the data collection process and provide you with simple reporting system that shows the trends and growth of your business.

### Direct Marketing

After years of successful direct marketing campaigns, we now understand the significance direct marketing has on customer retention. Theralase provides you with a personalized newsletter mailing service to help you better communicate with your patients and build stronger retention. Additional direct marketing campaigns can be requested at a small cost to the customer.

### The Lead Sharing Program

*A Competitive Edge* subscribers will have access to patient leads generated by Theralase marketing efforts. Theralase corporate receives a myriad of inquiries generated by our marketing efforts, and as a value added service we pass our prospects along to you. Our aggressive marketing efforts and 15 years of industry exposure is sure to generate additional business for your clinic.

### Essential Promotional Materials

Theralase provides you with a number of essential materials to promote your Theralase Laser. Tangibles include: personalized brochures, posters, educational DVDs, promotional items and new media developed by Theralase.

### Ongoing Marketing Support

The Theralase marketing team has set up a number of convenient ways for you to obtain knowledge and speak to our team. Our private community offers blogs, forums, and interactive resources enabling *A Competitive Edge* subscribers to share best practices and gain insight through other members.

## Tangible Savings!

"Receive over \$10,000 in Marketing Assistance when you purchase a Theralase Laser!"

Scott Ritchie  
marketing team coordinator

# How Does It Work

## How do you become *A Competitive Edge* Subscriber

There are three program options available:

### Purchase a new laser

# 1

When purchasing a new Theralase laser the *A Competitive Edge* marketing package will be offered to customers at a significant discount.

Starting at \$199/mon

### Add to an existing laser

# 2

Purchasing Theralase laser add-ons, including additional probes, will provide you with the opportunity to subscribe to 'Option 2' of the *A Competitive Edge* marketing partnership.

Starting at \$399/mon

### Buy Package Separately

# 3

The *A Competitive Edge* marketing package is only available to new Theralase customers! Theralase customers who have not purchased new equipment after June 1, 2008 can only subscribe to 'Option 3'.

Starting at \$499/mon

## You are now a subscriber:

The Theralase marketers are experienced in rapid development project implementation. This unique asset enables our team to effectively implement large scale marketing programs in a short time.

### What to expect:

The Theralase marketing team will schedule a conference call between your team and our team to discuss the implementation strategy and requirements. During the call, our team will assess your current situation and create a suitable plan based on the information collected. Our team will then prepare a project plan outlining the deliverables, time lines and milestones associated with the implementation of your *A Competitive Edge* package. Our approach is a professional investment!

The Theralase marketing team involves you every step of the way. We value your input and qualify decisions based on your recommendations. We much enjoy working with savvy customers and even more so when working towards a common goal.

Don't wait for leads to come to you. Take a proactive approach and let us get them for you!

