

1 HOUR SALES EVENT PLAN

	<u>Action Items to Complete</u>	<u>Who</u>	<u>Due Date</u>	<u>Status</u>
1	Elect the Sales Event Leader!			
2	Identify what type of event you want to plan			
3	Set up a quarterly plan for events: Body, Face, VIP...			
4	Select date for event or all events			
5	Select time - all day or p.m. event			
6	Decide on event name			
7	Grand prize			
8	Event pricing			
9	Door prizes			
10	Patient testimonials that you can ask to attend event			
11	Plan appetizers and beverages			
12	Fill out your event checklist and assign dates and responsibilities			
13	Create your RSVP Goal			
14	Create your Sales Goal for the event			
15	Event Marketing Plan:			
16	Assign these event marketing lead			
17	Select your image for graphic design			
18	Create event flyer for print quality			
19	Create event flyer for web use			
20	Create Facebook and Instagram Event Posts			
21	Create event video Invite			
22	Follow FB steps for event promotion and assign staff			
23	Have all staff added to email list			
24	Have all staff following your social media platforms			
25	Have staff call and personally invite key clients			
26	If you want to do PPC start 8-12 weeks prior			
27	Update website regarding services you are highlighting			
28	Link all event collateral to the Service Page you are highlighting			
29	Train front desk staff to take event calls and answer questions			
30	Utilize phone scripts for all staff			
31	Setup all staff event and sales training meetings			
32	Set up logistics meeting to coordinate event flow and exams			
33	Prepare patient presentation for the event			
34	Print out price quotes for the event			
35	Print our RSVP log and Sign In Sheet			
36	Prepare and print files and forms week prior to event			
37	Update your emailing list and segment			
38	Post event information in the office as well as online			
39	Invite vendors to attend and to pay for catering			
40	Ask vendors to donate door prizes			
41	Decide if you want to require an event reservation fee			
42	Have patient financing set up if applicable			
43	Stop seeing patients 3 hours prior to event			
44	Think about staffing schedule for the day - long break mid day			
45	Set up confirmation calls and or texts 2 days prior			
46	Check RSVP numbers 3 weeks prior and 2 weeks prior			
47	If at 2 weeks pre event you have less than 10 look at options:			
48	Active your Call campaign or move event			
49	Perhaps boosting or paid options on social platforms			
50	Confirm checklist and review it weekly with all staff!			
	PROVEN SYSTEMS CREATE PROVEN RESULTS!			