

Nailcare Academy

ANT LEARNING ACTIVITY - MODULE 9:MARKETING A SAFE SALON

Assignment: Presentation Packet for calling on Physicians and Podiatrists

A Presentation Packet takes time to develop but can be used over and over again. Its purpose is to provide the receiver an opportunity to discover who you are and what are your skills. The receivers should have everything they need to make the decision to speak to you about working for them, offering an Internship, or referring patients to you.

The contents should be as follows, plus anything else you feel should be included.

- 1) **The Cover Letter.** This should let the receiver know what you want and why he or she should be interested in providing that request. An example is in Module 10. You should personalize the greeting of the letter for each recipient.
- 2) **Resume.** Your resume should show the receiver that you have the experience and skills to come into the office. Ideally it should be 1 page of relevant information. It must focus on what the receiver wants to know. For example, podiatrists will not be interested in your receipt of a nail art 1st Place, but will be interested in your volunteering to help at a charity or in a hospital. They are not interested in your winning an acrylic nail contest, but will be interested in your placement in your graduation class (if it is high). Even employment at McDonald's if you make it relatable to working with people is relevant.
- 3) **Business card.** Your professional business card - if you are working for someone else, you might consider having some business cards made for your packets that discuss you, not a salon.
- 4) **Safety Brochure.** This is an additional brochure (different from your in-salon brochure with your Menu of Services.) It should focus on your Safe Salon training and protocols.
- 5) **Certificates** (color copies are best) showing your accomplishments are good to include.
- 6) **Media mentions.** If you have newspaper or newsletters that mention you, place a copy in the Packet.
- 7) **Written recommendations** from clients, even a thank you note, could be included. Something written from a patient of the physician or podiatrist is even better.
- 8) **Folder or envelope of high quality.** Office suppliers have folders with pockets that can be very good looking. One of the pockets inside might be designed to display your business card in slits.
- 9) **Optional: Training Program Description.** Many podiatrists and physicians have not heard about our program. For that reason, we have a description that explains the programs for you to include, if you wish.

The process of selecting to whom you will take these Packets, starts with your clients. Ask your clients if they have a podiatrist, and if so, who is it and do they like him/her. Do the same for their dermatologists.

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Next, search the yellow pages of a phone book or look on the internet for podiatrists within 5 or 10 miles of your work place. (Measure the distance on your GPS or MapQuest.) The closer they are, the more likely they are to refer patients to you.

The person to ask for in the office is the Office Manager – he or she usually controls the office and has the feel for what should happen there to bring in business. Only take a few minutes of her time unless she shows interest and invites you to have more time. Don't be talkative. Say what you have to say succinctly and invite questions.

Advice:

1. We suggest that you do not call to explain what you want to happen, as the receptionist will usually not allow you to get past the front desk – promises they make are usually insincere/ designed to get you off their phone!

2. Do not mail the Packet to the office as it likely will take a quick trip to the round file by the person who opens the mail. ["This looks like more work for me! No thanks."]

These Packets are very important for introducing you to these professionals who can refer patients and clients to you. This also applies to other locations, such as Independent Living complexes, convalescent homes, etc.

If you would like, Janet will go over your resume and provide suggestions. Email it to her at janet@nailcare-academy.com. Her number is 863-273-9134 during business hours, FL time.