

Physicians Office Resource

Sales Lead Best Practices

Physicians Office Resource (POR) is an integrated direct marketing company that uses both print and web based media to generate high quality sales leads for our advertisers. The strategy is simple with controlled distribution to over 104,000 physician offices monthly and the website generating in excess of 30,000 unique visits monthly we enable our advertisers to reach their target market. The magazine and website provide a powerful combination of supply push and demand pull to reach primary care physicians and physician offices that do in-office testing. Our lead counts have been rising every year since inception and in the last two years, 2009 and 2010 web leads have exceed print leads 51%-49% and 59% to 41% respectively. When the age demographic of physicians targeted is taken into consideration this makes perfect sense.

For many of our less technically savvy physicians reading the book and responding using the Business Reply Card (BRC) is standard practice. In many instances they tend to be more patient and methodical and can't be defined as impulse buyers. The BRC tends to have a longer contact to close cycle but our experience shows they are highly qualified leads with solid close ratios when handled appropriately.

For our more technically savvy physicians in many instances will put the magazine down and learn more about our product listings by visiting the website. In fact about five percent of the unique visitors are the result of inserting magazine product lookup numbers in our search engine to learn more about the product of interest. The balance is the result of organic searches. These searches capture the prospect at the height of buying emotion when they submit and Electronic Response Card (ERC). These leads are generated in real time and essentially differentiate POR from healthcare marketing companies.

To best help our advertisers maximize results we've developed a few best practices that when followed will help achieve better qualifying and close ratios.

1. Because the ERC is delivered to your sales team in real time they should receive the highest priority. If the first call time can be reduced from thirty to ten minutes the leads will generate improved qualifying and close ratios by 26% and 18% respectively. In many cases when called in the first ten minutes the physician will still be at his work station when called. (MIT Study)
2. When advertisers use a specialist approach versus a generalist approach to call ERCs close ratios can improve by 7.9%. Feedback from long term advertisers suggests when an immediate call is made even if only to refer to a field specialist close ratios are higher. The Specialist approach sends the message that only a quick response can send, "Wow that was fast! I'm impressed." (MIT Study)
3. The BRC is best contacted as soon as the lead is received. They will typically have longer contact to close cycles. They often contain several contact data points and for best results all of them should be employed. (MIT Study)
4. Internal polling of clients who generated both BRCs and ERCs generated the following results:
 - a. 40% purchased.
 - i. 20% bought advertise product within three months.

- ii. 20% bought a competitor's product within three months.
 - b. 20% planned to buy either the advertised or competitor product within the next three months.
 - c. 40% were interested with no buying timeframe determined. (Lead Surveys Conducted by POR)
- 5. Our best practice given the foregoing data points would be to aggressively work the leads, retain the contact information and continue to treat them as buying prospect for at least six months.
- 6. The leads that don't close quickly should be remarketed for at least a year. Persistence pays off.
- 7. Our Publisher has interviewed many sales people over thirty-years in the industry. The consensus of these interviews is that the better sales people generate intuitively following these suggestions, make the calls, and render the service and follow-up leading to great results. (POR interviews of best and worst sales professionals of leading MDE companies)