

## MGE Power Client Livestream!

*With Sabri & Jeff  
Blumberg*

### Five Steps to Finishing 2020 Strong!

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### Step One: OUTFLOW, OUTFLOW, OUTFLOW

1. **Plan:** Do this F-A-S-T, the year's almost over. Should be a coordinated campaign.
2. **Outflow:** Mailings, emails, phone calls, texts, direct comm to Patient Base.
3. **New patient marketing:** Heavy outflow along the same lines.
4. Don't let up during holiday period! But be smart!

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### Step Two: "Line Up" the Rest of the Year!

1. **Quota/Goals:** Plan HOW to meet.
2. **Schedule Review:** Doctor, Hygiene,
3. Tighten up Sales line, Consults, etc.
4. Eliminate wasted effort/motion.
5. Make it a game! Regular updates.

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### Step Three: Remove Distractions

1. Create a safe, uptone space.
2. Remove any Counter-Intention.
3. Monitor team's tone. Keep them up to date on wins.
4. Confront and handle problems NOW – don't let them fester.
5. Ethics level and productivity march hand-in-hand.

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### Step Four: 2021 Steps that Need to be Done in 2020

1. Cursory evaluation of first two months of 2021. Determine what needs to be done/prepped in 2020.
  - a. Marketing,
  - b. Hiring,
  - c. Fees, Financial, etc.

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### Step Five: Don't Fixate on End of this Year – Plan for the Future!

1. **Create your future:** Ensure you establish *when* full planning for 2021 is done, including staff briefings.
2. Avoid the "We'll do it next year," stops, 2020 rolls right into 2021.

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