

NEUBOURG MEDICAL

Manny Moniz

Director of Sales and Marketing



**Serious Foot Care
Education** for Nail Techs.
Hilton Atlanta Northeast | Atlanta, GA

Brought to you by
NAILS
m a g a z i n e

Disclosures

- Director of Sales and Marketing, neubourg Medical
- 27 years serving the independent Canadian healthcare industry
- Lectured across Canada covering topics ranging from business development to the introduction of new technologies & services
- Opinions expressed today are my own

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The Primary Purpose of a Business?

To Fill a Need or Solve a Problem

The Three Stages of T.O.E. Marketing:

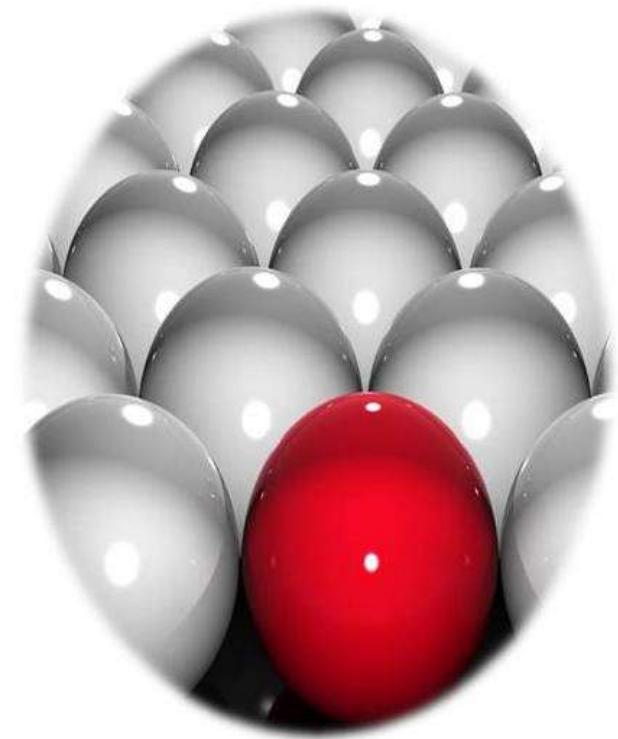
- **T**rends:
Staying ahead of the curve is essential for the success of your business. By failing to keep up with the times, you will eventually find yourself in a world that no longer requires (nor desires) your services.
- **O**pportunities:
Most of us do not recognize an opportunity until it passes us by and someone else seizes it (only then do we follow...) To be successful in your business, it requires that you go a little bit beyond the ordinary.
- **E**xecution:
A well-thought-out business plan will help you determine if your concept is realistic.

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Setting the Stage:

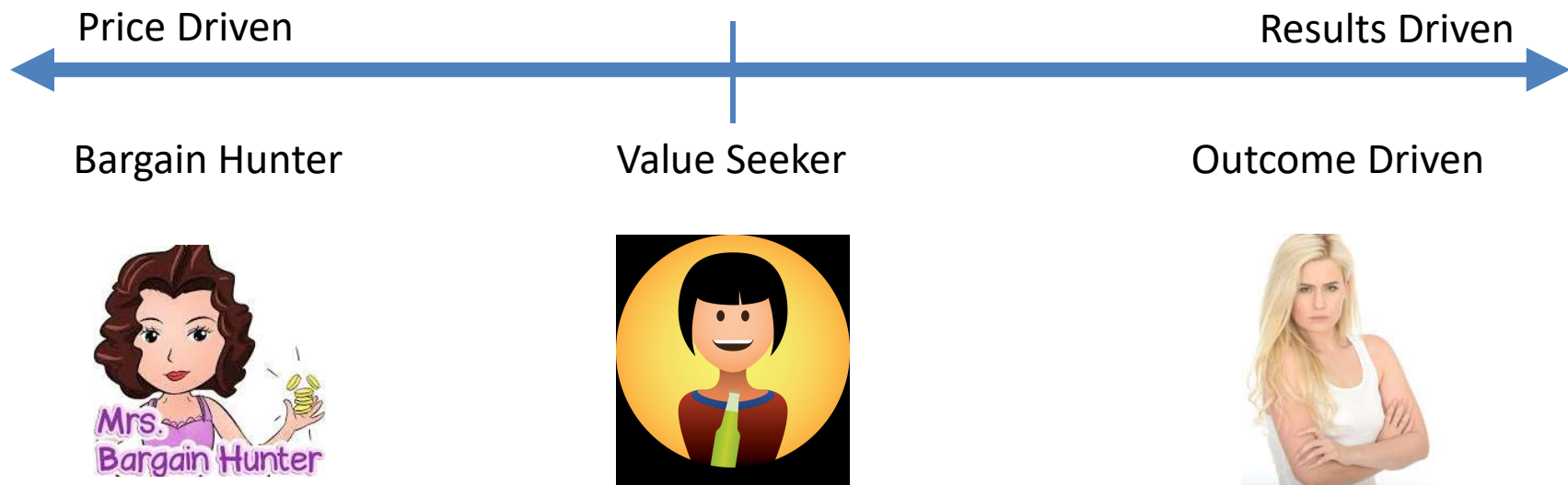
- Brand Absence
- Brand Awareness
- Brand Preference
- **Brand Advocacy**



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TARGET GROUPS



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Selling Solutions Not Products:

- Enhances your professional image
- Attracts a certain type of client *(that you want)!*
- Defines your model, leaving no doubt about your services
- Helps protect **YOU** from liabilities/risks

“When all things are equal, people buy on price. When all things are not equal, people buy value.”

- Peter Ramsden

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THANK YOU!!!

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