GROW SMART MARKETING

Chiro-Growth Secrets Packages

Features	Ignition	Accelerate	Dominate
Guaranteed Booked Consultations	15	30	60
Average # of Leads Generated	30-40	60-80	120-140
Online Booking	✓	✓	✓
Appointment Management Tools	✓	✓	✓
Instant Lead Notifications	✓	✓	✓
Automatic New Lead Call Connect	X	✓	✓
Desktop/Mobile App Alerts	✓	✓	✓
Lead Management Database	✓	✓	✓
Success Reporting Dashboard	✓	✓	✓
Automated Appointment Reminders	✓	✓	✓
Sales Tracking Pipeline	✓	✓	✓
Website Lead Capture	✓	✓	✓
Call Tracking Phone Numbers	2	3	5
Inbound/Outbound Calling	Up to 1,500 mins/ month	Up to 3,000 mins/ month	Up to 5,000 mins/ month
Call Recording	✓	✓	✓
Call Reporting	✓	✓	✓
BOOM!erang Missed Call Text Back Service	✓	✓	✓
2 Way Texting	Up to 2,000 messages	Up to 5,000 messages	Up to 5,000 messages
Unlimited Emails	✓	✓	✓
Unified Communications Interface	✓	✓	✓
Message Templates	✓	✓	✓
Email Follow Up Campaigns	✓	✓	✓
HIPAA Compliant desktop & mobile app	✓	✓	✓
Online Presence Analysis	✓	✓	✓
Staff Sales Training	✓	✓	✓
Monthly 1-on-1 Coaching Calls	X	✓	✓
Lost Patient Reactivation Campaign	X	✓	✓
New Patient Referral Program	X	X	✓
Monthly Investment	$997/mo	$1997/mo	$4497/mo

Chiro-Growth Secrets Product Descriptions

A complete, done-for-you new patient acquisition system with all of the tools and training you'll need to efficiently manage your growth.

Booked Consultations (not just leads)

- With each of the available packages, you'll get a minimum number of booked consults guaranteed. If we don't meet the minimum, we'll keep working for free until we do. (It hasn't happened yet.)

Online Booking

- Place your booking widget on multiple pages of your website and/or your social channels. We'll provide the embed code - all you have to do is copy and paste!
- Fully-customizable settings - Configure your online booking settings to meet your unique needs. Predetermine which days/hours are available, which appointment types, procedures, and providers clients can view and schedule.
- Easy Appointment Manager - See all past and future appointments in one simple screen. Instantly confirm, reschedule, mark as complete (or no-show) appointments, all from one simple screen.

Easy Appointment Manager

- See all of your past and future appointments for all service lines in a single, easy-to-read interface.
- Quickly reschedule appointments, or mark them as “complete”, “canceled” or “no-show” - which can trigger additional notices to the sales staff to get the patient rebooked.

Instant Notification Of New Leads (via text and email)

- Never miss a new lead again!
- We'll send instant notifications to your salesperson (or team) via text and email to ensure that new leads receive immediate attention

Automatic New Lead Call Connect

- Close more deals, and significantly reduce time spent chasing leads, by automatically connecting phone calls between new leads and your sales staff.
- New leads called within 5 minutes are *900% more likely to be reached*
- This is how you make sure it happens!
    - When a new lead comes in…
    - our automated system *calls* your salesperson and offers to call the lead's phone number for them
    - If the salesperson presses a number on their phone to confirm…
    - the system will then call the lead's phone…
    - and automatically bridge the call with the salesperson!

Desktop & Mobile App Alerts

- Get instant alerts when you receive a message from a patient and respond instantly from your desktop or mobile phone via our custom mobile app.

Customizable Lead Management Database

- Collects and stores all of the details on each new lead that comes in
- Includes a unified "conversations" tab where <u>all</u> communications with that lead are visible in a single timeline stream (calls, text, emails, etc.)

Campaign Success Reporting Dashboard

- Get a quick and easy high-level overview of your sales - broken down by campaign type, by product/service lines, and more.
- Easily see how many people are in each step of your sales pipeline/process.
- Quickly see the total dollar value of the sales made by product, service, etc. for any time period (this week, last month, last quarter, etc.).

Automated Appointment Confirmations and Reminders

- via email, text, and/or voicemail "drops" (send your pre-recorded voicemail straight to their voicemail)

Sales Tracking Pipeline

- Instantly see where every lead is currently in your sales process.
- Make it easy for your salespeople to track all of their leads and immediately know what steps are needed to move them forward in your sales process.
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Website Lead Capture

- Add custom forms throughout your website that automatically capture each lead directly into your Lead Database.
- Use lead capture forms to automatically enter new leads into follow up campaigns (text, or email).

Inbound/Outbound Calling

- Send and receive calls via your custom phone numbers, even from the mobile app.
- Now your sales reps don't have to make outbound sales calls from their personal cell phones.

Call Tracking (up to 3 tracked numbers, incl LG campaign)

- Assign trackable phone numbers to each of your campaigns and instantly see the number of calls received by each campaign type.
- Boost your marketing ROI by determining your most effective marketing channels so you can focus your efforts (and your budget) in the right places.

Call Recording

- Measure the quality of leads calling your business.
- Gain insight into each salesperson's effectiveness.
- Use recordings to train staff on improving their phone skills.

Call Reporting

- Better understand how leads are finding your business and measure the quality of leads calling your business by campaign type.

BOOM!erang Missed Call Text Back Service

- Missed an inbound call from one of your marketing leads? No problem! Our BOOM!erang service will instantly send them a text message to re-engage them in a chat session and notify you (or your staff) to jump into the live text chat with them.

2 Way Texting Services

- Send and respond to patient and prospect text messages with pre-written template responses or create custom responses directly from the app.
- Include forms, documents, images, etc. into your text communications.

Pre-Written & Customizable Message Templates

- Respond even faster to patients using our text response templates or create your own response templates and save them for future use.

Unlimited Emails

- Send and receive unlimited emails with your prospects and patients.

Email Follow Up Campaigns

- Automated email campaigns to follow up with leads and get them booked in consults.
- 2 Way email communications right from the desktop or mobile app with any patient or prospect.
- Include forms, documents, images, etc. into your email communications.

Unified Communications Interface

- See all of your calls, texts and emails in a single timeline for each contact.

Lost Patient Reactivation Campaigns

- Boost revenues significantly by re-engaging "lost" patients to bring them back in.
- Step-by-step training and marketing campaigns to reach out to "lost" patients and invite them back in for treatment with a special offer.

Simple Mobile App Access To Everything (HIPAA compliant)

- Increase productivity and flexibility by seamlessly managing your practice from anywhere in the world with our custom mobile app.
    - View patient information
    - Receive instant notifications
    - Set & confirm appointments on the go
    - Text back and forth with clients
    - Send secure messages (HIPAA compliant)
    - View and track your entire sales pipeline and recent activity
    - View your high level Sales Overview Dashboard
    - Make and receive phone calls that come from your company phone number - not your personal cell!

Online Presence Analysis

- Get a detailed report of what your patients are seeing when they look you up online.
- Uncover problem areas that could be costing you sales.
- See how your practice stacks up to your competition.

Staff Sales Training

- You and your staff will receive unlimited access to our "Sell Smarter" medical sales training library to help your team learn how to be more efficient and effective at managing leads and closing deals.

Monthly 1-on-1 Live Coaching Calls

- You'll get monthly one-on-one coaching calls with you and your staff to review progress, offer tips, and share strategies to help you maintain forward momentum toward your company goals.