



## The Bridge to New Patients TIMELINE



DAY

1

- Welcome Call with Be Top Local
- Schedule Onboarding call
- Get into the Facebook Mastermind Community
- Introduce yourself in the Mastermind
- Login to The Bridge to New Patients Training Program
- Start Here Module
- Watch: What is the bridge to new patients - 16:55 min
- Fill out Client Intake form



WEEK

1

- Finish Start Here Module - 18:52 min
- Download Action Base Guarantee, sign & email to [CSM@betoplocal.com](mailto:CSM@betoplocal.com)
- Watch Module 1 Mindset & Practice Goals - 35:39 min
- Download Road to Success
- Download Terminology



WEEK

2

- Have Onboarding Call
- Watch Module 2 - Assets Module - 52:16 min
- Pull up Shared Google Drive
- Download Photo Asset Handout
- Download Video Scripts
- Take Photos (remember to hold your camera horizontally)
- Film Videos
- Upload Assets to Google Drive
- Email [CSM@betoplocal.com](mailto:CSM@betoplocal.com) and let us know you uploaded the assets



WEEK

3

- Attend Live Q&A and Facebook Live Trainings
- Watch Module 3- Patient Closing Process - 33:19 min
- Download Build an Offer hand out
- Create a Value Stack
- Email Value Stack to [CSM@betoplocal.com](mailto:CSM@betoplocal.com)
- Watch Module 4 - Running the Sales Process - 1:33:39
- Download the 7 consultation steps
- Get Start Date!





- Attend Live Q&A and Facebook Live Trainings
- Watch Module 5 Patient Scheduling - 29:14 min
- Download Call Cheatsheet
- Download Sample Script
- Download Common Questions
- Schedule your Kick Off call
- Watch Module 6 - 27:42 min

## CAMPAIGN LAUNCHES!



- Attend Live Q&A and Facebook Live Trainings
- First Leads Yay!!
- Call Leads & Follow the Process
- Contact us if you have any questions



- Continue to call Leads
- First Strategy call with Jason- Clinic Director
- Do you know your numbers?



- Post your wins in the Facebook Mastermind
- Attend Live Q&A and Facebook Live Trainings
- Record Consultation for Strategy Call



- Strategy Call with Be Top Local
- Halfway check in with staff
- Fill out Staff Check in hand out



## BETOP LOCAL CAMPAIGN TIMELINE



- Attend Live Q&A and Facebook Live Trainings
- Get Secret Shopper hand out from binder
- Secret Shop staff



- Attend Live Q&A and Facebook Live Trainings
- Get staff on Q&A
- Check in Call with Sales Department
- Do you know your number's \*Any Changes



- How are you doing Action Based Guarantee?
- Strategy Call with Be Top Local
- Check in with Staff- Are they still following the process?



- Final 60 day
- Prepare for new campaign
- Fill out End of Bridge Survey

**PREPARE FOR NEW CAMPAIGN!**