Parthiv Shah 0:06

Okay, here you go. We have Dan Kennedy. We are going to pin in and then welcome to the dentists of America and dentists of India, we have little less than 300 people who want to talk to you about market automation technology and your annoying little Indian so I'll mute myself and listen

Dan Kennedy 0:42

well. So I have a key question for you, okay, which we'll get to, but people who have some familiarity with me have thoughts ranging from, who are you kidding with a book on automation, um or worse, and And the point I want to make is that,

Parthiv Shah 1:21 um, Ken

Dan Kennedy 1:24

McCarthy sent me a quote. If you don't know Ken, I'm sure you can Google. But in many ways, Ken is really the the inventor of internet marketing, Ken was really the first to see it as a commercial vehicle that fit direct marketing protocols. And Ken went around the direct marketing community with this revelation, and pretty much nobody was interested. I'm the only one who listened and his very first talk. Excuse me, I'm fighting a cold um, his very first talk on using the internet for direct marketing purposes, uh, was given at one of my events. And to the best of our ability, we can't find anybody having given a talk prior to that anywhere. Anyway, Ken sent me a quote the other day from a 90 year old poet, author and publisher that said that a lot of technology is only good for the people who create it and sell it. And I think that's true, because a lot gets used because it's there and because somebody shows up to sell it. I mean the old joke about Yellow Pages advertising. 90% of the people didn't know really why they were in it, but there was a Yellow Pages rep who came around and so and he said, everybody else is in it. You gotta be in it. And everybody got in it. That happens a lot with tech. And I fight with clients about it all the time, but I am not anti tech, either as media or has marketing automation. I in fact, I'm very agnostic. If you can show me that hiring somebody to walk an elephant up and down the sidewalk in front of your place of business with a side on it has a positive ROI.

Dan Kennedy 4:17

I don't want to be running the pooper scooper but, but I'm all for the elephant, if you could show me that this piece of automation does not damage the customer relationship and saves you time or money and enables you to Do stuff you wouldn't be able to do otherwise. I'm all for it. So the book, we came at this from the perspective of users of direct marketing and. Practitioners interested in being able to do things we know we should do but can't do manually or won't do manually, or being able to save time, being able to save money or do more without damaging the customer relationship. Everybody else comes at this from the perspective of the maker and seller of the technology. So many of them don't know anything about marketing. I had a conversation recently with a fairly high level executive at one of the I won't name it, but one of the marketing automation companies, and he, I can't name three books on marketing he's ever read in his life. He he he's not really interested in it. He's a tech guy. And He came from MIT, and he came to tech, and he's a tech guy. He hasn't really understand, even understand why we what we want it to do for us. It's more like, here's what it does now you, you idiot, make your business, use it. So me working with you on the book is not that odd. It seems odd to people who they'll be and know my personal anathema to all of it, but that's personal. I don't have a practical anathema. I only have one client who is completely non digital, manual labor, offline only. Everybody else is integrated and hybrid and all of that. The question that I have for you is when somebody either has a particular need that sends them looking at, how can we automate this, or they have a broader interest, they don't even really know maybe what they want to automate, but they know they should be, because, gee, there's a lot of it, and everybody else is doing it. How does this entrepreneur? Flash marketer, uh shop. How does he make good decisions about what to automate, what not to automate, where, when, how? So I'm not asking you for necessarily product recommendations. I'm asking you to opine on the process. So like I could tell somebody if you're if you need a copywriter, and you don't know much more than that, here's the process to use to figure that out and find somebody appropriate for you. I can describe that process. Can you describe that process? Sure feet in something less than a Kamala Harris non answer to a question that last 17 minutes. Uh, can you describe that process? Yes,

Parthiv Shah 9:05

first of all, I was raised in the middle class. Never mind,

Dan Kennedy 9:09

there you go. That's very good, good for you, and you are usually not funny, good for you. Good for you. Okay, that was easy, but still good for you.

Parthiv Shah 9:22

So, well, you use Kamala Harris. I had to say something. So anyway, so Dan, my business is very much like a pediatrician. Baby only cries. It's up to me to figure out why the baby is crying, diagnose and then prescribe. So what I really want the client to talk about is not automation or technology, but talk about money, how much you make, how much you made last year, how much you made in last three years. Is, how long in the history do I have to go in to get to 1,000,005 million? What's your lifetime revenue? Then we build the pyramid, the, what I call my candidate pyramid, the bottom 20, top bottom 80, top 20, the from, from the little pyramid, the bottom 15, top five, then we look at the the the bottom four, top one, based on the recency, frequency, monetary value. It's not just basic, simple money map that you taught me and you taught everybody. We just do that and say, okay, life, I'm talking about me lifetime revenue, ten million half of that five plus million dollars came from less than 50 people. 3 million out of that came from less than 51 million came from two I know where my kitchen is. How do I clone them? How do I identify my ideal customer, and how do I clone them? What will be the

Dan Kennedy 11:15

annual process? So what, what's what's interesting and important here is that what you described is no different than what I do during a day with a client and Then Then we're going into the toolbox. Yeah, right, but we're not starting with the toolbox. Okay? So, like, I have people come to be we need better ads, and in an hour, I know the last damn thing they need is a better ad, right? Because their management of the leads that comes from the ads in their selling process and their back end is so dysfunctional that if you doubled the response to the ads, all you do is double the dysfunction, right? Well, it's the same thing is true. If they come to you and say, I want better automation, you're doing the same thing I'm doing. You're backing them up to wait a damn minute, maybe you do, maybe you don't, etc, and I think that's important for people to understand that they should never start with the toolbox. Yeah, and the temptation to do that is because we, we want to get there eventually, and almost everybody coming to them has a toolbox to sell. I did want to say about the dental practice, because we mostly have dental practice owners on this right? Yeah, yeah, yeah, most of them.

Unknown Speaker 13:13

So I've lived with them for a long time. We I had my first company doing training for dentists in 1983 so however many years that is, and I've lived with them directly and through most of the major consultancies

Dan Kennedy 13:45

in the profession, Jay Guyer, scheduling Institute, Greg Stanley, White Hall, Dr Tabar, REDD, etc, etc, etc. So I I know these men and women well. I have two right now as private clients with solo practices, and I have a chain new via dental of implant clinics as a client. And here's what I know about most of them, they fall into a really bad trap of they don't reserve any Time to be their chief marketing officer. They don't reserve any time to run the dental practice as a marketing business with a deliverable of dentistry, they mostly come to the office check in with their front desk staff.

They go in the back and do teeth, and they pretty much do that till the end of the day, and they check in with the staff and they go home. They're almost high paid factory workers. They don't come to work mostly with a lunch pail. But other than that, the analogy is is real. Then they try and delegate Everything they learn about marketing to the staff, which the staff, just like them, already has jobs, and their reaction to more jobs is typically Not really enthusiastic. It is anything from resistant to rebellious, to becoming saboteurs, but it is not enthusiastic. So it's really important for them to be able to delegate a lot of marketing to automation. That's their third option, if they're not going to do it and really pay attention to it and run it and give it two hours a day, every day, and they're not going to reorganize staff in order to do that, then their third option is to delegate as much of it as possible to automation, and

Dan Kennedy 16:57

I'm working on that right now at both ends of the extreme, Nubia has, I think, 144 clinics. We're managing 1400 telemarketers and and doctors who don't want to be salespeople and staffs that don't want to be marketing staffs, and

you can't really blame them, and all the way down to the solo practice, where the dentist is really, really, really, really busy doing high dollar cases, $40,000 average case, and his wife is really, really, really, really, really busy running the practice. So good marketing now has to be delegated to automation, not to people. The other thing that I wanted to probe you to talk about a little bit is the acres and the diamonds underneath the floor of the practice, which is not unique to the dental practice, but it is, but it is definitely with the dental practice, as well as every other kind of health care practice there is that advertises. They are almost always advertising for new prospective patients, while ignoring the much better qualified, much more gettable patient for the next treatment, for The next higher level treatment, for the implant case that is waiting in their own database to be identified and invited. It's something you do for them. But if you could talk a little bit about how you do it, the parameters of that kind of data mining, I think that would be helpful for people. Yes, sir,

Parthiv Shah 19:30

I'll be happy to talk about that. And I've been getting some text messages. Dr Goldberg is in the room, and he kind of had an interesting take on the question you asked me. So we'll let him talk, but let me first talk about the acres of diamond. Again, the problem in dentistry is simple. Every dentist, at least in America, would know. I don't know if this is true in India or not, but. But at least in US and Canada, this is true. The cost of dentistry is rising. Price of dentistry is not rising. It's going to take you 1500 active patients and three and a half 1000 inactive patient to get to a million dollars in revenue. So reversing that, the following is true. If you're doing at least a million dollars as a GP, you have 1500 active patient 3500 inactive patients. So we look at, okay, how many I'm going to share my screen so I can show that math. This is actual somebody's data. Okay, how how many total prospects do we have? How many patients over 50 with an email address? How many patients over 50 with no email, because I can buy that data. How many patients with no insurance? So they can sell them an in office dental insurance plan. This is how I do the time data mining. The software I used in is called dental intel that one software allows me to put my fangs into a dentist practice management system, as long as you have dentrix fegal, soft or open dental if you have one of the other there are other tools, but they're clunkier. Di is my I, I like to use di then it takes me, like, a minute. It takes me about 10 minutes to export the data, run through my analytics, and then I show you, okay, these are the these are the patients who are likely to be candidate for implant. There is another software that a client friend of mine turned me on to, called Perl. It's an artificial intelligence powered diagnostic tool, and that would predict how many implant opportunities you have based on reading the chart, looking at the accident, looking actually, and then identify how many implant patients you have that you can market too. So

Unknown Speaker 22:43

if I'm so, if I may, here's why this is so important. Um, and by the way we do this, I've done this manually,

Dan Kennedy 22:56

taking people's records and sitting in a room and looking at each you know, I've done this manually. My marketing life is actually almost 5050, divided, pre digital, post digital, pre tech, post tech. The reason it's important is because it is much easier to make a second sale to someone who knows you than it is to make a sale to a stranger. You are much more likely to be successful doing that and getting your high ROI on your marketing dollar, doing that simply because they already know you. That raises the likelihood of them opening an email from you, of them opening an envelope from you. Of them reading a letter from you, inviting you in for a cup of tea, if you were to actually show up at their door, then is likely to happen with a stranger, the unconverted leads or the inactive patients, are still higher probability than strangers, the sales should be less costly, faster and and easier to make when you are playing in the in the what you identified, for example, as the 3500 and the 1500 then with the great unwashed masses out here who have never met you. And. And you've never met them. So when you when you fail to exploit this data, and you fail to use this asset, you're making your marketing much more difficult and costly than it needs to be, by the way, the the economic thing that you named is also not unique to dentistry. There are, there are a lot of business categories that are stuck in that exact position right now. Yep, their costs, their costs of production are going up, and they are unable to raise prices proportionately for a variety of reasons. In dentistry, we know that the bottom is being ruthlessly commoditized by the retailization and commoditization of dentistry. So if you are playing in the top 1/3 of the pyramid, you are you're going to get your lunch eaten. You are going to be doing a lot more work for the same money than you were doing three years ago, five years ago, even to the point of likely extinction. And that really is happening in all the professions that that you can name. And so one answer to it is what I teach as more from fewer and less. I wrote a book about it called almost alchemy. Is you want to do the opposite of what the majority is doing, and that means you want to get more from fewer

prospects and less external marketing than you have ever done before, exactly

Parthiv Shah 27:21

most people fail to do internal magnetic marketing, and there is this myth, especially among clinicians, and worse, in dentists. I don't know about India, but at least in us, we cried. We offered them a solution. They said, No, the hell with them. They did to me, and that's

Dan Kennedy 27:47

okay. So understand that exists everywhere. Okay. In the auto business, it's what I call a secular religion. So in the auto business, there's a phrase from the south called there ain't no b backs, and a car sales guy runs that all together as one word, there ain't no b backs, meaning what you just said. I just had the guy in here. Okay, the guy and his wife in here, I did my best dog and pony show, I put the best deal I could give him on the table, and they walked away. They're worthless. Now, the facts are that two thirds of all the non buyers buy a car within the next six weeks, they buy it somewhere. The fact that the guy refuses to do any follow up on them because they're worthless, leaves them completely vulnerable to everybody else, if he would just do a little follow up. But it exists everywhere. It exists in when I was speaking a lot, and I was on big events for nine years with Zig Ziglar and bride Tracy and sometimes Jim Rohn and often Tommy Hopkins, and I figured out that. I didn't figure it out as soon as I should have, but I figured out that I could take the list of everybody that was there, take my buyers out, send a sales letter and say, gee, you kind of followed up and you didn't buy on Tuesday. There's six reasons for that. Let me answer the six reasons, and they just replicate the same speech and sales presentation that I give from the stage in writing, and I could acquire as many customers per city doing that as I could as I did standing on the stage. Now. Being a nice guy, I went and I showed that to everybody. I showed it to zig, I showed it to Brian, I showed it to Tommy. I said, Look, here's the facts. This is not a theory. This is the actual math that happens. And a, you should do it too. B, we should do it together. So the sales letter to your buyers for comes from you and sells my stuff, and the sales letter to the people that didn't buy your stuff, but bought my stuff, we should mail it for me so I got the exact reaction you just described from every single one of them. Okay, they just saw me do my best stick. I was terrific. Yesterday. I sold a high number. Okay, the rest of them are worthless, and I would say, but I have facts. Look, I have facts, but they have a secular religion. So it happens in almost every business for for the secular religion, reason and ego recent, right and with sales teams, it happens for a third reason. We had it in Miracle era. The Miracle owners didn't want to do follow up because they believed it would make the salesman try, not try as hard, because he knew there was going to be follow up. So we'll just throw away all that business. I mean, it's insanity, right? If you just do internal direct marketing in a practice for your for your appointment, no sales, and for your your entire database for referrals and data mind aimed at specific prospects for specific products, I guarantee you, you double the revenue of that Practice and you do it at higher profitability, at higher profitable, I guarantee it.

Parthiv Shah 32:24

Yeah? No. Dan, thank you. That's a great point. Dr, Goldberg is here. You remember Goldberg from you just met him in Cleveland. He was a winner freak. And then, yeah, yeah. Dr, G, how would you answer the question he asked me, you're muted. Please unmute yourself.

Speaker 3 32:43

Thanks. Thanks. Dan, good to see you again.

Unknown Speaker 32:46 Good to see you, sir. Um,

Speaker 3 32:48

so your analysis of what goes on in a dental practice was spot on. Um, I would add to that, you know, one of the fears that many dentists have, which is adding another technology that they don't understand, and if they do turn it over, as you described to one of their already busy team members, there's a fear that that team member leaves and they're going to be left holding the bag within with a technology that they don't know how to use. So I guess part of the question is maybe to partive. What about offering a service as a outsourced Dental? Cmo, Chief Marketing Officer, I know that there are such things in the financial services component to dental.

Dan Kennedy 33:51

What let me say? Let me say one thing, and then partif can answer the one thing I will say is that when you completely outsource marketing, you are taking the most important and part of the business and the part that will cost you the most money to outsource, and outsourcing, and nobody likes to hear this, but the marketing is more important than the dentistry. Sorry, but it is well, we talked about that. Yeah. So those services exist, and they are a lot better than status quo, but a I don't believe you should ever automate anything you don't know how to do manually, which means you you now under. Stay of the technology. Okay, I don't really understand the technology, but I understand how to do what the technology is doing for me, if I had to do it manually. Now, I'm not afraid of it, and I can explain it to other people who aren't techies either, in a way that they will understand it, right? The other thing I'll say is there's a big difference between supervised delegation and abdication. So if, if you if, if your doctor outsources his marketing to outsource marketing agency, LLC. He's really abdicating. Yeah, okay, so I did that once, with, with with with my girlfriend and the prom. I did want to go, big deal for her or cotillion, excuse me not to. So I hired a guy and paid him to go and I and I went to the track. Bad news is I hired a really good guy, and There went the girlfriend. So that's the last time I've abdicated. Now I believe in delegating, and delegating to a great degree. So you and I are really in agreement, almost on the answer to this problem. I also think when you bring it into an office, whatever it is you bring in, you got to break the news to the team in a way that takes what they will fear and they will perceive as bad news and sandwich it between two pieces of good news so you can sell it.

Parthiv Shah 37:16

I have a friend of mine, Jake goats. He is He. All he does is he becomes a fractional cmo to the organization. His backup. I deliver what he tells people to do. He just get him pregnant. I gotta deliver the baby. I pride myself in the agency. I pride myself in having a handful of people who will do all this work for you. I am skilled to be a CMO for my organization. I'm skilled to be a CMO of your organization. If you don't have someone in that role, I'll train them. But someone from the practice ought to be looking at the dashboards, the money the Chiraq Patel builds the dashboard that is a composite of everything, and He will give you information that then clientel won't give you in terms of attribute, what's working, what's not working?

Dan Kennedy 38:24

Well, it's really like what he does. He's kind of like the magician who shows you how the trick is done. Yeah.

Unknown Speaker 38:38

So there's really a level of if you eat on screen, you have to share it with everybody.

Dan Kennedy 38:48

The it's collaboration and delegation, not abdication. Like my copywriting clients, almost without exception, can write copy. They can't do it as well as I can, but they understand what I'm doing when they see it, and they can contribute. So it's not like a mystery to them that is being done in a closed box and a result occurs. I think that's a bad idea. Yeah, by the way, just for those watching, how long have you and I been together?

Unknown Speaker 39:37

How long I have been with you? I have been No, not

Unknown Speaker 39:40 you, Doc, oh,

Speaker 3 39:42

40 years. 40 years,

Unknown Speaker 39:46

kind of amazing. And then, okay, what else? Okay,

Speaker 3 39:53

you know, the the other thing I just wanted to point out, and it shouldn't gloss over it, the four. Action in the follow up,

Dan Kennedy 40:03

yeah, absolutely, absolutely. See back to secular religion, there's a lot of reasons people don't say yes. Now that does not mean that they won't say yes a little later, okay, and it doesn't mean that they're going to go somewhere else that depends more on you than it does on anything else you

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