

"Success is due to our stretching to the challenges of life. Failure comes when we shrink from them." John C. Maxwell

## Healthcare And The Secret To Growing Business

**H**ow do we do that, grow our business successfully?

I'm sure that's a question we have all pondered many times. Peter Drucker, the founder of modern management stated "the secret to growing business is creating and keeping customers".

No kidding? Let's come back to that later.

Creating and keeping customers in a key market was what **Paul Hoogenboom** had in mind when he launched the 100% Healthcare Challenge last January. The goal is for Tremco Roofing and Building Maintenance "to be highly present, visible, and competing in every significant hospital in the United States and Canada."

Tremco Roofing reps in each region took up the challenge. One short year and a massive amount of effort later, we are beginning to see the results, and even I, "Mr. Chronically Over-Optimistic", am incredibly impressed.

Looking back, we underestimated the difficulty of establishing a new customer database together with identifying, prioritizing and assigning the correct Tremco rep to every hospital in both countries. That effort took no less than six months, and could not have been completed without the help of each regional manager and rep; thank you.

In April, **Julie Palmer's** Lead Management

team began making calls and setting appointments, and the numbers tell an excellent story. Since that time they have contacted 1,750 hospitals and made 750 appointments.

*Of those 750 visited, we have, by actual count, 256 new healthcare customers this fiscal year, compared to 63 this time last year.*

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Sales: Shelton Clough

Customer Service: Patricia Cieplinski

Roof Engineering

Sentera Ablemarle Medical Center

Elizabeth City, NC

\$122,157.00

### ONE SKYBEAM PROJECT

Sales: Jean Pariseault

Administration: Lucie Vachon

Five sites in Montreal

\$127,550.00

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Looking at this statistically, 40% of those called accepted an appointment the first time and 34% of those first time visits resulted in a purchase order. This means that 15% of those contacted became new customers.

And we quadrupled the number of new healthcare customers!

Based on the results to date, we can expect that by the time every hospital has been call-

ed, there will have been 2100 appointments, resulting in 714 new customers.

And that's just the first phase.

The next phase is to find new ways to reach those 3150 hospitals that either would not accept an appointment or are geographically unreachable, and to continue building the relationship with those we have already met.

Supporting this phase will be the suite of marketing tools developed for the challenge, which we intend to build out. This includes the healthcare brochure, subject videos such as "What is HIPAA" and "The First Time Call", FAQs and the many resources available on the healthcare-specific website at <http://www.tremcohealthcarechallenge.com/>.

That leads us back to the original question of "How do we grow our business?"

Our competitors also have capable sales teams, they have similar lead management resources, their products may be less expensive, they could have name recognition and a market presence. In short, they too have the tools and the opportunity.

All they lack is the vision to see what could be, the will to make it happen, and the willingness to expend the extra effort.

So the answer to the question is "Just Do It"!

As exciting as the results of the healthcare challenge are, the implications are even more exciting. It's the proof of concept that we can decide to dominate a market, any market, and

*Just Do It.*

**-- Article by Russ Sylvester**

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## **THE sale**

### **FOUR METAL PROJECTS**

Sales: Ed Broderick

Customer Service: Marianne Smith  
(two projects)

Strober-Wright Roofing  
Ocean County Utilities  
\$2,382.27 and \$1,107.33

Sales: Jamie Carter

Customer Service: Marianne Smith

Blenko Glass  
Blenko Glass  
\$854.17

Sales: Joe Brazil

Customer Service Kandis Kratzer

St. Louis Metal Works  
East Central College  
\$834.88

### **TWO PATCH AND REPAIR PROJECTS**

Sales: Ken Arrington

Customer Service: Patricia Cieplinski  
WTI: Jimmy Coleman/Val Giampietro

Monroe County Schools  
\$52,170.00

Sales: Ryan Tolsma/Steve Tolsma

Customer Service: Christy Sanders

WTI: Larry Gastelum/Jessica Rink  
Hemet Unified School District  
\$25,000.00

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