

VetXprt Consulting Marketing Plan



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OVERVIEW

Business Name	VetXprt Consulting
Purpose	Our purpose is to help veterinarians provide outstanding medicine by strengthening their business practices. Our unique collaborative approach integrates the veterinarian's vision of their business to develop and achieve the following strategic goals: business growth and increasing profitability, solidifying the competitive advantage or preparing the business to be a formidable acquisition.
Slogan	<i>"Your Prescription for Veterinary Business Consulting"</i>
Logo	
Product	<p>We provide expertise in the following areas:</p> <ul style="list-style-type: none"> • Individualized Marketing Strategy • Brand Management • Business Coaching • Operations Auditing • Human Resource Management • Best Practices Implementation
Promotion	<ol style="list-style-type: none"> 1. Website: www.vetxprt.com 2. Phone: 1-800-VET-XPRT 3. Advertisements: <ul style="list-style-type: none"> ▪ Trade Magazines ▪ Veterinary Economics ▪ DVM Magazine 4. VetXprt Newsletter 5. Word of Mouth 6. Direct Mailers
Place	Nationwide
Price	<p>Flexible based on Project or Retainer plus hourly</p> <ul style="list-style-type: none"> • Project Based Fee: \$ 6,000.00 (minimum) • Retainer: \$6,000.00 • Hourly: \$150
Assumptions	We have assumed that the competition is utilizing similar advertising methods including: trade magazines, newsletters, seminars and direct mailers. In addition, we have made the assumption that pricing for our competitors are in line with those in the consulting management industry.

Competitive Advantage**1. *“Customized approach which fully integrates the client”***

Unlike many of its competitors, VetXprt Consulting has a customized approach which incorporates the client throughout the consultation process.

Competing veterinary consultants either consult exclusively on the medical side of the practice, or use a “cookie cutter” strategy for the business side of the consulting. VetXprt does not work “on” the client, we work “with” the client to assist them with defining their business goals and developing useable strategies which suit their needs, and which can easily be implemented.









2. *“Advanced business training”*









VetXprt’s consultants have Masters of Business Administration degrees and advanced training in fields of specialty including Marketing and Business Operations. Most competing veterinary business consults have little formal business training.








3. *“Extensive knowledge and experience in the veterinary business”*

Unlike traditional business consultants, VetXprt Consulting has many years of experience in the veterinary business. VetXprt works exclusively with veterinary hospitals to help them grow their business, or prepare it for sale. In focusing on this niche, VetXprt has gained extensive experience in the veterinary field and acquired expertise on strategies and best practices that support the clients’ business goals.

POINTS OF PARITY/DIFFERENCE

	VETERINARY BUSINESS CONSULTING						BUSINESS CONSULTING		
Company & Logo								<p>(no logo)</p>	
Website	http://www.vetmgrcentral.com/home.htm	http://www.vmc-inc.com/index.html	http://www.hollanderconsultants.com/veterinary-practice-management.html	http://www.everettcoachingconsult.com/?gclid=CJ38iazl9JACFQgXiQodG714A	http://www.practicecoach.com/	http://pvmc.net/	http://www.manifestforbusiness.com/business-evaluation.jsp?source=AdWords&medium=PPC&term=business%20management%20consulting&content=1076251598&campaign=Experimental&Network=Search&SiteTarget=&gclid=Ck-zt9JACFQh6gwodTExt0Q	http://www.b2bsqi.com/default.asp	http://www.msquared.com/expertise/introduction.html?gclid=CjW455rv9JACFSa7iQodp3kk4A
Unique Service Proposition	Based in San Diego, California, VetMgrCentral helps veterinary practice owners throughout the United States & Canada manage their practices by providing managers that can lead the team, freeing the veterinarian to concentrate on patient care. VetMgrCentral is committed to providing excellent managers for our quality hospitals.	VMC, Inc., the leader in veterinary practice management for 25 years, is committed to helping veterinary practitioners achieve maximum productivity and profitability while improving the quality of their personal lives.	For more than two decades Hollander has been working with veterinarians. Our clients have access to our wealth of information about what works and what doesn't. They are able to benefit from our experience and get results from our management training and consulting services.	Work in partnership with clients to develop an action plan they are comfortable with. Our unique approach ensures lasting results by uncovering the root of your challenges, providing innovative solutions and then coaching you to success.	Helping successful practices become more successful...a mission that has not changed in over two decades. The vision of Practice Coach is simple: provide relationship-based consulting services to help practice owners flourish professionally <i>and</i> have the time and resources to enjoy all aspects of a balanced life. Success is not just a busy practice. Success is balance. It is to that end the Practice Coach team is totally dedicated to each and every client.	PVMC's major strength comes from our ability to combine our unique resources and address veterinary management issues in a practical, everyday manner.	"Our Manifest Business Alchemy (MBA) program is designed to teach business owners how to change their behavior...how to manage perceptions, inspire accountability, and be an effective leader. And our proven methods have created consistent results that often exceed even the most optimistic forecasts."	B2B Services Group has been assisting entrepreneurs, small business and mid-market companies with professional business services since 1987. We pride ourselves in delivering valuable and timely services at affordable costs. We will setup a meaningful, results oriented program for your company, tying fees to measurable and agreed upon results.	M² Consulting, Inc., is a professional services firm dedicated to helping businesses meet critical strategic challenges, providing seasoned, targeted expertise tailored to clients' unique needs. M² takes an innovative approach to consulting that promotes problem-solving while facilitating professional partnership between its clients and highly experienced independent consultants.

	VETERINARY BUSINESS CONSULTING						BUSINESS CONSULTING		
Company & Logo	VetMgrCentral	Veterinary Management Consultation	Veterinary Practice Management	Everett Coaching & Consulting	Practice Coach	Priority Veterinary Management Consultants	Manifest Management	B2B Services Group, Inc	M ² Consulting
								(no logo)	
Slogan	Not available	Not available	"Profit From Our Experience"	"Professional guidance for Veterinary leaders"	"Practice development for Vets"	A Breadth of Specialized Services for Veterinarians	Transform Your Business.	Affordable professional business consulting services	Targeted Expertise. Driving Results.
Target	Veterinary practice owners, veterinary hospital management	Veterinary practice owners, veterinary hospital management	Medical Practice owners and managers	Veterinary practice owners, veterinary leaders, hospital management.	Veterinary practice owners, veterinary leaders, hospital management.	Veterinary Practice Owners and Managers	Small Business Owners	Entrepreneurs, small and mid-sized professional businesses.	All companies seeking consulting regardless of industry or phase of growth.
Price	Paid by retainer to begin the search. Flat fee search or contingency search thereafter.	Pricing for most services not listed. Management Tools for Veterinary Practices Software Package - \$375	Project based pricing. No specific pricing listed.	Not published. Job specific.	TBD	Not specified	\$1,000/week by project	No fees or rates available, but free consultation is highly advertised on site.	Not specified
Product	Recruiting management personnel	Veterinary practice business management. One Day Practice Audit, Consultations (on-site and phone), Lectures	Training and Consultation for: Planning and Leadership, Staff Management, New Patients and Marketing, Income and Finances. **Specialized services also provided for Dental and Optometry practices.	Practice Management Services, Human Resources, Exit strategy development, Strategic and business planning, Leadership development and performance coaching and Pre-purchase guidance.	Executive Training Workshop is an intense, two-day training workshop in which you'll learn state-of-the-art, proven management, marketing and finance strategies.	Operational audits, Practice appraisals, Compensation structuring, Strategic planning, Ancillary products assistance	Manifest Business Alchemy Program, Individualized training, coaching, consulting	Consulting on Divestiture Preparation, Turnaround Management, Business Consulting and Internet Marketing	Provide expertise in most aspects of management of a business: Financial, Human Resources, Marketing, etc.
Promotion	Web, direct mailing, trade journals, seminars, national conferences	Web, direct mailing, trade journals, seminars, national conferences	Web, direct mailing, trade journals, seminars, national conferences	Seminars, magazines, direct mail, journals.	Seminars, magazines, direct mail, journals.	Lectures at Veterinary Schools, Industry related publications, website	Internet, national conferences, association partnerships, workshops	Web. No other promotional information was able to be discovered. (Note: web Template appears to be used for this site.)	Business School lectures, Internet, referrals
Place	United States and Canada	Nationwide, Main office in Evergreen, CO	Nationwide. Main Office in Oswego, OR	Nationwide. Main office in Alameda, CA	Nationwide. Main office in Lincoln, Nebraska	Nationwide. Main Office in Yardley, PA	Nationwide. Main Office in Salt Lake City, UT	Los Angeles, CA (assumed local as did not provide a 1800 number for client contact and did not specify outside of the Greater California area)	Nationwide. Main office in San Francisco, CA

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Sales & Distribution	Direct to client	Direct to client	Direct to client	Direct to client	Direct to client	Direct to client	Direct to client	Direct to client	Direct to client
Consultants and Credentials	Gwendolyn Lowder - 10 yrs exp VPM, co-producer of VetQuiz; Julia Runyan - BS in Biology, co-author Marketing Made Easy	Mark Opperman, CVPM, >30 Years vet experience; Sheila Grosdidier, BS, RVT, >20 Years vet experience; Monica Perry, CVPM, > 20 Years vet experience	11 Consultants (100 Years combined experience in healthcare)	Caroline Everett, MBA, Certified Professional Coach, 12 yrs vet experience	Tom Bowen, BS Marketing; Brad Williams, Optometrist, Marketing Director; Bill Nolan, BA Accounting & Finance; Valerie Wham, MBA, Veterinary Management Institute (Purdue); Tammi Sufficool, MBA, 21 Year experience in healthcare; Jason Peck, BA Business Management; Lori Brandi (no credentials given)	Dr. James Wilson, DVM, JD - Veterinarian & Lawyer	Brett Harward - software engineer, professional speaker	Not specified	11 Consultants, various specialties, including CFA, Marketing, Management. Note: They are former Big Four consultants or industry specialists who have chosen to leverage their expertise independently. Most have advanced degrees and have been working in their field for more than 15 years. Their high-level experience runs the gamut of the corporate world.

Advertising Program

2008 VetXprt Media Calendar

Media	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Target
PRINT: Trade Magazines													
DVM Magazine	Full Page; Second Color; \$8,250		Full Page; Second Color; \$8,250		Full Page; Second Color; \$8,250		Full Page; Second Color; \$8,250		Full Page; Second Color; \$8,250		Full Page; Second Color; \$8,250		\$49,500
JAVMA	1pg 6'x9' 2nd Color \$4650	1pg 6'x9' 2nd Color \$4650	1pg 6'x9' 2nd Color \$4650	1pg 6'x9' 2nd Color \$4650	1pg 6'x9' 2nd Color \$4650	1pg 6'x9' 2nd Color \$4650	1pg 6'x9' 2nd Color \$4650	1pg 6'x9' 2nd Color \$4650	1pg 6'x9' 2nd Color \$4650	1pg 6'x9' 2nd Color \$4650	1pg 6'x9' 2nd Color \$4650	1pg 6'x9' 2nd Color \$4650	\$83,700
Trends Magazine		Full Page: Color \$2,700		Full Page: Color \$2,700		Full Page: Color \$2,700		Full Page: Color \$2,700		Full Page: Color \$2,700		Full Page: Color \$2,700	\$16,200
Veterinary Economics		Full Page; Second Color; Special Placement \$7,700	Full Page; Second Color; Special Placement \$7,700	Full Page; Second Color; \$7,000		Full Page; Second Color; \$7,000		Full Page; Second Color; \$7,000		Full Page; Second Color; \$7,000		Full Page; Second Color; \$7,000	\$50,400
INTERNET													
Western Veterinary Conference Website	Banner Ads 180x150 (2 placements); Flash 50K; and Hot Link \$4250												\$4,250
DVMNEWS MAGAZINE.COM			Banner Ad; 468 x 60 Pixels; Flash; 60,000 views; \$3,550		Banner Ad; 468 x 60 Pixels; Flash; 60,000 views; \$3,550			Banner Ad; 468 x 60 Pixels; Flash; 60,000 views; \$3,550					\$10,650
VETCON.COM				Banner Ad; 468 x 60 Pixels; Flash; 60,000 views; \$3,550		Banner Ad; 468 x 60 Pixels; Flash; 60,000 views; \$3,550				Banner Ad; 468 x 60 Pixels; Flash; 60,000 views; \$3,550			\$10,650
VETMEDPUB.COM			Banner Ad; 468 x 60 Pixels; Flash; 60,000 views; \$4,150					Banner Ad; 468 x 60 Pixels; Flash; 60,000 views; \$4,150				Banner Ad; 468 x 60 Pixels; Flash; 60,000 views; \$4,150	\$12,450

2008 VetXprt Media Calendar

Media	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total Target
FIRSTLINEMAG.COM		Banner Ad; 468 x 60 Pixels; Flash; 9,000 views; \$600		Banner Ad; 468 x 60 Pixels; Flash; 9,000 views; \$600		Banner Ad; 468 x 60 Pixels; Flash; 9,000 views; \$600		Banner Ad; 468 x 60 Pixels; Flash; 9,000 views; \$600		Banner Ad; 468 x 60 Pixels; Flash; 9,000 views; \$600		Banner Ad; 468 x 60 Pixels; Flash; 9,000 views; \$600	\$3,600
TOTAL													\$243,200

Advertising Concepts

Print Ad

"The jack of all trades or the master of one?"




Veterinary Business Consulting

"... who said you had to choose."

800-VETXPRT
www.vetxprt.com

Online Ad (Flash format)



"Your **prescription** for veterinary business consulting"