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Marketing 911: Ambulance Marketing For The Rest Of Us



Synopsis

Whether you are an EMT looking to move up in the ranks or a private ambulance company owner seeking out methods to grow your business, this book is for you. The days of throwing pens and notepads at facility staff in hopes that they'll call you are over. This book will teach you what it takes to build your brand, create loyal customers, and increase your market share. In this book I explore the concepts of brand awareness, brand loyalty, and brand advocacy as they pertain to the ambulance industry. In addition, we'll explore topics such as: Taking on Goliath, Lowering Friction in the Sales Process, Putting Competitors Out Of Business, and more.

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Customer Reviews

The paste is too thin, but the content is a right point of view of the marketing because even when most of the people thinks it just have to be based in desk analysis of charts, and, projects of billboards, etc. The author put the emphasis in what really is: "It's a people business".Don't talk about where, or, how to obtain the generation of patient transports in any city out of the USA. But have sense how to work within the ambulance marketing.

This truly is the first book written by an ambulance marketing professional FOR ambulance company operators. Provides a clear and concise marketing strategy for developing a sales plan. Kudos to The author!

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