

# **BoomCloud Sales PlayBook**

## **Introduction:**

### **What Does BoomCloud Do?**

We help create, organize, and automate an In- House Membership

We help create and implement an In- House Membership program and our software will manage and automate payments and member tracking.

Our software is designed to help you track and automate a membership program, making it easier and more time efficient to manage.

BoomCloud is there to help you save time with plan design, implementation, payment processing, and member tracking. Creating a more efficient and affordable way to manage a membership program.

Boomcloud will build custom plans from the ground up tailored the way your office wants. Our software will help you automate and track memberships, payments, and contract agreements. You can setup In-house financing plans. Patients can sign up either in office or through your website. We also provide quality marketing materials to help you get word out to both existing and potential patients.

## **Product Features**

Metric Dashboard
Automatic Payments
ACH payments
Reporting & Forecasting
Plan builder
Online Enrollment
Patient Financing
Online Bill Pay
Website integration/ patient portal
Benefit tracking
Payment tracking

## **Benefits of BoomCloud**

- Generates predictable recurring revenue for your office
- Creates, Organizes & automates program so your busy saves time
- Gives your practice a system to Increase patient loyalty
- Helps your practice reduce dependence on PPOs
- Helps your practice improve cash flow
- Increases business valuation (recurring revenue)
- Saves front office time
- Help create a new patient attraction/marketing strategy

- Increases profit per patient
- Helps improve quality care for patients
- Members buy more - Increases case acceptance
- Member patient spend 2-3.5X more than non members
- Best alternative to dental insurance - Staff doesn't have to spend time working with annoying insurance company
- Attract uninsured patients - Easier to work with and more profitable

## **Problems that Practices Face.**

- Practices have bad cash flow because of insurance companies
- Feast and famine months - Sucktember
- Red tape from insurance companies = challenging, time consuming & annoying
- Staff is constantly spread thin - No time to implement or grow
- DIY = paying FICA, salary, benefits Vs \$300/mo software
- Not enough patients
- Patient attrition

- Patients and staff have an insurance mindset that can hurt the profitability of a practice
- Practices often struggle with marketing
- Patient cancellations - When the patient cancels the practice owner still has to pay staff but they aren't receiving new revenue from patient's appointment
- non-recurring revenue = challenging financial system
- bad systems/poorly built systems

### **Questions to ask during initial phone call & demo**

- How would predictable revenue help your practice?
- Does your practice have feast and famine months?(Sucktember)
- Are you sick and tired of working with insurance?
- How are you making time to manage your membership program?
- Is the doctor paying you enough to manage your membership program?
- Do you think your time & resources should be allocated more efficiently?
- Would you like to get more profitable patients?
- Do you want to get rid of the insurance mindset so that you could provide higher quality to your patients?

- Have you ever pulled a report that shows you how many uninsured patients you have?
- Do you find that your practice is struggling with marketing?
- Did you know that a membership program could be a fantastic marketing tool for your dental practice?
- How does it affect your practice when patients cancel their appointments?
- Does your practice have a predictable recurring revenue stream?
- (DIY) What happens if \_\_\_\_\_(Office Manager) quits? Does your membership program fall apart?
- What happens when a manual pay patient lapses? Is that a real membership program?
- Does it help the practice create predictable recurring revenue?
- How do you like the idea of automating your membership payments?
- Doctor \_\_\_\_\_ gave us his contact information. Is he available to talk about implementing a dental membership program in his practice?

### **Practice brings in BoomCloud When:**

- They are ready to reduce dependence on PPOs

- When the office staff is spread too thin and they need to save time
- When they have a difficult time creating and growing a dental membership plan
- They want to give a better option to patients
- Create recurring revenue
- Stabilize Cash flow
- Attract uninsured patients
- Increase patient Loyalty
- Increase case acceptance by 2.5X

## Differentiators:

**Customer Service** - We have a world class customer experience score!

**ACH payments** - We allow you to automate payments with a bank account which is more stable and less problematic

**Credit Card Decline Minimizer** - We automatically monitor every credit card and if it declines we work with visa, master card and

others to automatically update the payment info, this will save you time collecting declined cards.

**Payout Reports** - You will save time and energy reconciling all the subscription payments.

**Robust reporting** - Our dashboard allows you to track recurring revenue Active members, forecasting reports and payout reports to easily reconcile payments.

**Benefit Tracking** - We allow you to track all benefits received by patients and they can see their benefits that have been used In the patient dashboard

**In-house Payment Plans** - Allows you to create simple automated monthly plans from treatment.

**Bill Pay** - Allows you to create a simple page on your website to collect one time payments from treatment 24/7.

**Customer Funded** - We are not backed by investors, we are backed by you. In order for us to succeed we need to listen to you and help you succeed.

**Flexible payment options** - Monthly, yearly payments and tracking. Most competitors are forced to do monthly only.

**Continued education** - We offer the BoomCloud university with courses about creating and growing a dental membership program. We also provide your office with a dedicated success rep that can do one on one consultations and weekly webinar courses.

**Plan customization and support** - we help you customize your plans to your practice and help you set everything up.

**Branded to your practice** - This is your plan, we help you brand it to your practice. It is not a 3rd party, our other competitors will force you to use their pricing and discounts.

## **DEMO PROCESSES**

Demo Start 3-5 minutes

Build Rapport/small talk

"Ask how you're doing,sports,current events."

Set Agenda

- Let them know that you will go over how to implement a membership plan easily with Boomcloud, how to grow a membership program, and then we can talk about pricing

Is there anything to add to that or focus on?

- "Typically after our call we like schedule the next step which start on-boarding if that makes sense for you or go our separate ways"  
"Is that fair"

## **BANT**

Budget: How many patients they have? 1000 or more ideal

Authority: Ask who makes the final decision on a software product like this. Ask what's important

Need: What problem looking

Time: How soon looking to start?

## **Share MOST IMPORTANT INFORMATION first**

- What makes Boomcloud really different from any other company is that it provides you the tools to manage and automate a membership program, along with the people to help you grow it.

Insights to SHARE:

### **How Do I price my membership plan?**

Easiest way to create membership pricing is to add the cost of two exams and cleanings out of pocket for the patient and that could be your yearly membership pricing-Offer it to current patients after new patient exams.

We will make sure to go over best-pricing on your onboarding as well.

### **How do I work this with my PMS?**

It's very easy to manage this with your current software. The only thing you have to do is add the patient into "eagle soft or dentrix" like you normally would and I advise to create an alert to verify the patient's membership status in Boomcloud. If the patient's name shows up active, then that means the patient can be scheduled, if it's not active then the patient needs to update their payment information.

### **Case Studies:**

Show case studies and ask them how it would be if they earned 20k/mo, 30k/mo, 50k/mo

Ask them if they think they can achieve this type of success

Find case studies that matched practice size

Show Software tour and more case studies!

**Close:**

How does signing up now work for you?

**If they don't sign up today:**

If they don't sign up on the follow up, **then offer a free month.**

Pricing Options:

**Basic:** \$4.50 mo/ per-patient or \$300/mo ( use to win against competition or when practice has existing plan with over 100 patients)

**Pro:** \$499/mo +\$2.50/mem/mo

-work with Lisa

-email, call, text campaigns

<https://docs.google.com/spreadsheets/d/1-kgIPX5QyTksU9EtqUaISPXj-1KJtXT9RTJi3h4Tc0I/edit#gid=1596104486>

Processing Fees:

2.9%+.30-credit/debit

0.8%+.30- ACH

Sign-up Process:

- In Affiliate/Reseller account , click Add Practice
- Add practice info before call
- Have practice verify and complete sign up link over phone

- Click link to Schedule Onboarding Phone Call

<https://app.hubspot.com/meetings/boomcloudjake/plan-creation-call>