



Disney Service & Marketing Consultant, Vance Morris, Announces Interview with Dental Marketing Expert Dr. Jeff Anzalone

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Disney Service & Marketing Coach Vance Morris, was recently interviewed by Dr. Jeff Anzalone for the Dental Prosperity Insiders Circle. The interview focused on how to Disneyfy any Dental Practice bringing world class service and marketing to increase client attraction, referrals, service and retention. As of this writing, the interview will be sent to 1000+ Dental providers throughout the US.

Customer / Patient / Client / or Guest service has been on the decline throughout the US for many years. It is not merely enough to have a pleasant smile or pretty voice (though most practices lack even that). Morris' company, Deliver Service Now, shows practices and small businesses how to Out-Serve, Out-Market and Out-Profit the competition in any economy, by implementing Disney-Style Service and Direct Response Marketing.

Anzalone was quoted "The core of effective dental specialist service and marketing is all about earning trust and building relationships with referring dentists and patients". And in this audio interview with Vance Morris, you'll hear what works, what doesn't, and how to form an effective service and marketing strategy for your

specialty dental practice.?

Morris discussed the need for practices to become very clear about their core deliverables and service. What are you really selling? Not just clean straight teeth, but along the lines of Self-Assurance, Self-Respect and Confidence. Morris also spent time discussing the need for practices to create an experience out of the mundane and ordinary. What do you in your business that is a necessity (answer the phone, greet patients) that you can turn into an experience?

Morris also revealed a Disney Marketing Secret that any practice or business can implement. Namely, "that you can buy sustained enthusiasm by investing in your patient experience". He gave the example that Disney paints the fences in the Magic Kingdom every night. This is an investment in the guest experience. "Does it need to be done every night? Maybe, maybe not. But, Disney is not willing to take the risk by skimping on this detail."

The full interview with Morris and Dr. Anzalone is here.

Morris has been featured on Fox, ABC, Nation's Restaurant News, Wall Street Select and the Star Democrat. He has shared the stage with Penn Jillette, Dan Kennedy, Joe Polish, Lou Ferrigno, Jake Steinfeld, Emmitt Smith and Dave Dee.

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Deliver Service Now

Vance Morris is the founder of the Deliver Service Now institute (DSNi), a Disney Service & Direct Marketing firm. Vance spent 10 years as an operations executive in the Disney Resorts in Orlando, FL

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