

“Hosting A Visit At Your Business”

Show Your Legislator What You Do

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Why An On-Site Visit

- Best way to tell the CRT story
- Puts a business and human face on the issues
- Engages the representative directly in the community
- Opportunity to make a lasting impression

Keys To Success

- A plan and a team
- Frequent communication with the representative's office
- A clear message and objective woven throughout the visit
- Prepared facility and people
- Attendance by your clinicians, customers, and others

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Extending The Invite

- Schedule the visit well in advance
- Be flexible about the time, but have a definite tour schedule
- Leave enough time to adequately tour the facility and to enjoy informal discussion
- Write, don't telephone, your invitation
- Follow up and confirm the arrangements in writing

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The Visit –Your People

- Involve your staff from the beginning
- Be sure they know the objective
- Have key personnel on hand and available during the tour

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The Visit –Your Customers

- The attendance of at least one or two key customers is key
- They put a face on what you do and can tell their “story”
- Pick those that can be effective in communicating the role your company plays and the value it brings

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The Visit –Arrival

- Introduce the representative to company personnel and other attendees (over coffee if time permits)
- Provide a brief history of your company and customers
- Present written information about your products and services (helpful material available at www.ncart.us)

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The Visit –Company Data

- Share your key facts in writing:
 - Types of customers you serve
 - Types of services and equipment provided
 - Number of employees and customers
 - How many VOTERS!
 - Other information about the role you play in the community and lives of customers and their families

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The Visit –A Case Study

- Present a case study of a customer you've serviced
- Describe the impact your services have had on their condition
- Highlight the role you played and the benefits that resulted

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The Visit –Facility Tour

- Action is essential to a successful and interesting tour
- Make sure you visit each department and that operations are in full motion:
 - Products being staged
 - Service Center assembling and or repairing equipment
 - Customers being assessed or fitted

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The Visit –Ask For The Order

- Conclude the visit in a comfortable setting with a quick recap
- Focus on issues of greatest importance
- Don't forget your objective
- Get a commitment or secure the next step

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Follow Up

- Send a note of thanks and include photos that might be of interest
- Build on the visit to establish a closer relationship now and into the future
- A deeper relationship with the representative and their staff is a key objective of any site visit

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**Good luck.....and
call if NCART can help!**

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