

“Hosting A Visit At Your Business”

Show Your Legislator What You Do

Don Clayback
Executive Director
NCART

Opportunities To Lobby

- Emails (5 pts)
- Phone calls (10 pts)
- Visit Rep’s local office (50 pts)
- Visit to Rep’s DC office (100 pts)
- Attend a fundraiser (200 pts)
- Host a visit at your business (500 pts)
- Others?

Why An On-Site Visit

- Best way to tell your Provider Story.
- Puts a business and human face on the issues.
- Engages the Representative directly in the community.
- You have the home court advantage.

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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. Be certain key management staff and employees are available during the tour.

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The Visit –Your Customers

- The attendance of at least one of 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 management and personnel over coffee if time permits.
- Provide a brief history of your company and customers.
- Present the Representative with written information about your company and its products.

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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 client you've serviced.
- Describe the impact your services have had on the client's condition.
- Highlight the role you played and the benefits that resulted.

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The Visit –Show Activity

- 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 with a short, private discussion.
- Focus on issues of greatest importance to your company.
- Based on your objective, get a commitment or secure the next step.

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The Visit –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 is a key objective of any site visit.

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

Don Clayback
Executive Director
NCART
716-839-9728
dclayback@ncart.us
www.ncart.us

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