

Selling Public Health: The no B.S. sales and marketing guide for local health departments struggling to stay relevant in today's world of epic competition and slashed budgets



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SELLING PUBLIC HEALTH: THE NO B.S. SALES AND MARKETING GUIDE FOR LOCAL HEALTH DEPARTMENTS STRUGGLING TO STAY RELEVANT IN TODAYS WORLD OF EPIC COMPETITION AND SLASHED BUDGETS

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CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 180 pages. Dimensions: 8.0in. x 5.0in. x 0.4in. Not long ago, local health departments enjoyed a built-in flow of customers, growing services, funding and programs. No more. Today, federal and state funding is being cut, as are health department jobs, all while your customers for services like immunizations and family planning are being taken away by drug store chains and medical practices. This book is for administrators and directors of local health departments who want to become masters at marketing their services to the community with less stress than ever before, all while improving their bottom line and employee morale! They'll do this because of three things: 1) They will tap into a captive audience with messages that attract and educate the public about why their local health department is the best kept secret! 2) Eliminate the most common mistakes many health departments suffer from. 3) Have a clear path to outrageous success! Who is Rick Reynolds and why should you read this book Since 1996 Rick has helped hundreds of his clients transform their marketing with an easy to follow, step-by-step process. Rick consults with public health administrators throughout the United States and its territories. His mission is to transform public health departments from the best-kept-secret to the vibrant centers of health they are meant to be. Since my early career in public health, I have read most of the books on sales and marketing and have even authored a couple. Rick's book is a no-nonsense guide that teaches how to transform your health department from being the best kept secret in the community to a vital and known resource. Steve Clark This book should be required reading for anyone in public health who is responsible for...



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