



# The Guerrilla Review

## Leveraging One Business Model Into Multiple Markets

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Open up your Yellow Pages section in your telephone directory “Doctors/Physicians” you'll probably find more specialists than general practitioners.

Another section to peruse in your directory is dentists, chiropractors, massage therapists, veterinarians, insurance companies, and real estate related professionals. What you might not know is this: many of these people have

1. Multiple office locations
2. Several people working for them in each location
3. and they have to drive from one location to another.

It's item # 3 that presents a challenge to so many of them because they're not close by the phone to take a call, or they can't talk on a cell phone while driving at the same time due to traffic laws in their area.

Physicians, and medical specialists especially, are presented with a unique set of challenges because they can't really afford to be “out of pocket” when it comes to their communications. Doctors, and doctor groups, may have three or four different sites in addition to the hospital they are affiliated with, and tracking them down can prove a challenge for the office staff.



Northwest Oncology and Hematology is a cancer treatment facility with 14 doctors in four offices and an affiliated hospital. Because the doctors are often moving between several locations during the day, it is difficult for the office staff to track down and communicate with doctors quickly and efficiently. While finding doctors quickly and efficiently was not the practice's only problem, it was annoying to the staff. Nurses, receptionists, and medical office staff didn't know where doctors were and would have to call each office and the hospital to track them down, often resorting to having the doctor paged. (*Yes, they still use pagers nowadays.*)

All these calls were driving up the cost of the doctor's office expenses in time lost and loss of productivity. It was an absolute nightmare. With the recent attention paid to the medical care "crisis" it's no wonder health care is so expensive.

To eliminate these problems, many medical professionals, small business owners, realtors and insurance companies are implementing Unified Messaging and Communications with [iTeleCenter](#) and [TeleCenter Real Estate Pro](#).

Both iTeleCenter and TeleCenter Real Estate Pro are owned by COA Networks in New Jersey, and have been successfully implementing Unified Communications in several industries since 1992. Their systems have processed over 260,000,000 calls and their "uptime rate" is 99.9%. Nobody else has as dependable a system as they do.

Currently the demands on their bandwidth is less than 25%. When their demand goes up to 40%, they add on more servers and equipment to handle your calls. For the technology geek in all of us, you can read all about their systems at either link.

If you have a need for their services, you can try it out for 14 days, free. If you want to resell this service and make a commission, give me a call or email me and I'll let you know how to get started—again—for free.

Look into [iTeleCenter](#) to automate your business and see if this is something that will fit into your budget. It's **NOT** going to cost you fifty grand a year, and it might be something you can write off on your taxes.

If you're involved in the real estate industry, then look into [Real Estate Pro](#) (same parent company as iTeleCenter) and see if they can help you automate your business and get your life back.

In the meantime, build up your “trust factor” by improving your customer service. You do that by being the first one to take your prospect's call.

If you have any questions how either of them work, give me a call or email me and I'll be glad to go over it with you. And I won't charge you any consulting fees. I'll be glad to show you how you can look like a superstar to your prospects.



*Ernest O'Dell is Editor in Chief of The Guerrilla Review and an expert in [Unified Communications](#) applied to the [Real Estate](#) and [Insurance](#) industries and the legal profession. For more information how to turn your sales up a notch, give him a call or email.*

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