



TIPPING POINTS: Episode 6, Employee Development Program

CHALLENGE

Consistent and effective employee training is critical to achieving success in any business.

SOLUTION

AHAA's Employee Development Program is designed to train Associates to drive revenue primarily in two ways: by targeting the effective management of people and processes.

This leads to:

- Improved job performance
- Increased profits
- Learning methods to motivate and lead teams
- Learning and following smart, effective business habits.

But going **occasionally** simply isn't enough...just ask any AHAA Associate that regularly attends! There are several reasons why regular attendance is crucial to your effort in gaining profits:

First, new material is introduced with every class.

The best methods to managing your practice are constantly changing. Different perspectives must always be explored to keep pace with your evolving patient base, local business environment, and the state of our entire industry.

Second, it's an opportunity to reenergize.

Associates leave with a refreshed energy and new tools that they can immediately implement.

Third, it's an opportunity to compare notes.

Regular attendees track each other's progress quarter to quarter and learn from one another. They share processes and habits that have paid off...as well as ones that didn't do as well. Newer Associates benefit from "living case studies", as they learn from peers that were in their position at one time and have since achieved great success.

RESULT

Bottom line, you can never learn too much. There's no limit to the different approaches that would better suit you, your patients, or your staff. Keep learning, and you'll keep growing.

TIPPING POINT

Tipping Point

(tip-ping point) noun

1. a time when important things start happening in a situation.
2. when a significant change takes place.

Our Associates often share with us the moments when they became fully committed to AHAA's business model All The Right Things, and began to believe in and realize great success, aka, their tipping points.

We have started to share their stories with you, and through this interactive series will introduce more in the coming weeks. Make sure to explore the entire page for links, interviews, and downloads! And don't forget to re-visit the first episode too.

- Episode 1: All The Right Things
- Episode 2: Block Scheduling
- Episode 3: 3rd Party Attendance
- Episode 4: Out of Warranty Sales
- Episode 5: Patient Referral
- Episode 6: Professional Development
- Episode 7: AHAA Convention

Call your Associate Manager or AHAA at 800-984-3272 for more information. Or if you prefer e-mail, contact Inside Sales at insidesales@ahaanet.com.