



# Assessing Your Competition

Purpose: Identify your competition in the LVC marketplace.  
Instructions: Complete an entry for each competitor in your LVC marketplace.

**DOCTOR:** \_\_\_\_\_ **Center:** \_\_\_\_\_ **Phone:** \_\_\_\_\_  
**Price:** \_\_\_\_\_ **Includes:** \_\_\_\_\_ **Financing:** \_\_\_\_\_ **Cash/group discount:** \_\_\_\_\_  
**Success rate:** \_\_\_\_\_ **Experience level:** \_\_\_\_\_ **Laser type:** \_\_\_\_\_ **Marketing (print, TV, radio, etc.):** \_\_\_\_\_  
**Comments:** \_\_\_\_\_

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**WHAT NOW?**  
Share the completed worksheet with your BDM as you work together to develop an Action Plan. Keep your completed worksheet for future reference—it will serve as an instructive benchmark of your practice at this point in time. Remember to update this list once a quarter so that you stay focused on the trends in the competitive landscape.