

How to Market Yourself as a Substance Abuse Professional (SAP)

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Price: Education is FREE to all professionals

Description: The key to any successful Substance Abuse Professional (SAP) practice is generating new clients and providing quality service. Sometimes word-of-mouth alone is not sufficient to keep a steady stream of new clients who need your SAP services coming through your door. Just like with other counseling services, SAPs must advertise themselves to potential clients and companies. This webinar will discuss how to market yourself to local DOT-covered industries and introduce your services to key personnel within the company. The presenters will provide specific information about what to say, how to develop marketing materials, where to best direct your efforts and so much more. Whether you are a new, seasoned or potential SAP, this webinar is not to be missed!

Earn A Certificate of Completion: Earn a Certificate of Completion for 1 Business Hour (BH) by viewing this webinar and passing [this online quiz](#) .

Note: This webinar is not eligible for CE credit.

Presenter:



Kathryn Benson, LADC, NCAC II, has worked in the counseling field since 1972. She maintains a clinical consulting practice in Nashville, TN, where she provides clinical and program development and supervision services. She has spent many years providing creative, high-energy national trainings for counseling professionals in areas including, but not limited to: professional ethics, clinical supervision, DOT drug testing rules and regulations and licensure preparation.

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Who Should Attend:

Addiction professionals, employee assistance professionals, social workers, mental health counselors, professional counselors, psychologists and other helping professionals that are interested in learning about addiction-related matters.

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