LIVESEYSOLAR
HEALTHCARE MARKETING

HANDLING PATIENTS AT THE APPOINTMENT

Participant Workbook

LiveseySolar Healthcare Marketing
learn.liveseysolar.com | +44 (0) 20 7407 4452

WELCOME MESSAGE

We're looking forward to a fun and educational time spent training together. These skills will be helpful throughout your career, and can even be useful in your personal life negotiations as well.

Please use this workbook to take notes and fill in the blanks for the key points you learn throughout the training.

Once you have completed each lesson of training, you will take a mini quiz. This will help you to understand how well you have understood the key points and which areas you need to review further. At the end of the course, there is a final quiz to pass to earn your certificate for successful completion of this course.

Our goal is to provide you with the skills, knowledge and confidence to enable you to increase telephone conversion rates using a soft-sell, relationships centred approach.

Are you ready? Let's begin!

TABLE OF CONTENTS

INTRODUCTION

INTRODUCING HANDLING PATIENTS AT THE APPOINTMENT

This course aims to provide the skills and knowledge needed to help appointment staff increase conversion rates using a soft-sell, relationship-centred approach.

- Soft sell - Helping patients motivate themselves
- Everyone can deliver effective world-class first appointments within days of taking this course
- Relationship centred - we want people to feel like they are treated as individuals

[Go to the Course Introduction online now]

LESSON 1: INTRODUCING THE PROCESS

THE 3 LINES OF A FIRST APPOINTMENT

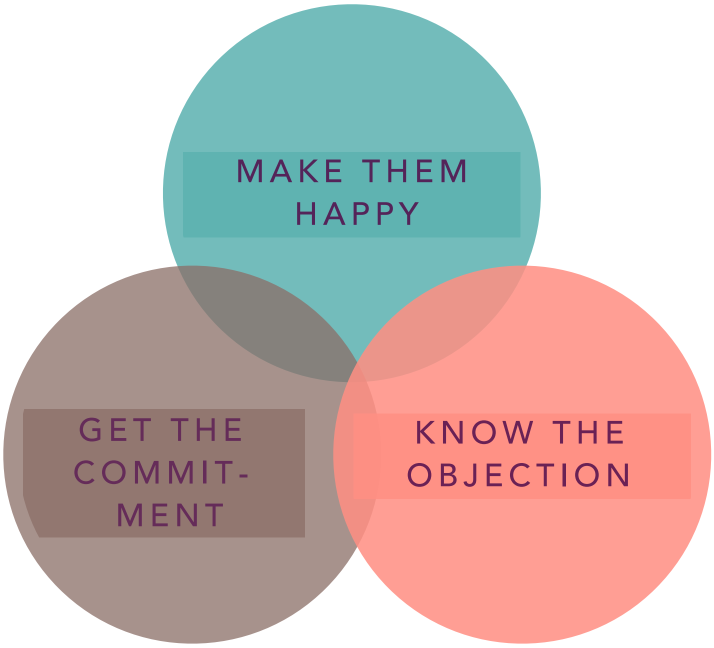
- 1st Line: handles admin issues and objections, and asks for the money
- 2nd Line: handles product issues and objections, and discovers the true needs
- 3rd Line: handles specific, individual and personal objections, and ensures they answer all questions

WHAT IS THE MAIN PURPOSE BEHIND THE 3 LINES

- Demonstrate professionalism and teamwork
- Provide the patient with a seamless first appointment to cover every aspect of their needs

[Go to this lesson online now]

LESSON 2: UNDERSTANDING THE GOAL OF A FIRST APPOINTMENT



HOW LONG SHOULD A FIRST APPOINTMENT TAKE?

A first appointment should take as close to _____ minutes as possible. Shorter or longer than this, and there might be less chance of getting and keeping their attention in order to have them make a commitment.

[Go to this lesson online now]

LEARNING CONTRACT

I, ____________________________, hereby pledge to put in ______ % effort during the training event to keep an open mind, take copious notes, fully engage in the activities, allow myself to have fun and ask questions to get as much as I can out of this learning experience.

It's possible that I might already know some of the things that will be discussed during the training event. With that said, it's always useful to review fundamentals, because the real measure of applied knowledge is not only thinking about it; but also doing it, every single time. Sometimes, it's just a matter of reorganising information that I already have in my head, so that I can best systematise it for my consistent use.

During this training event, I will resist the natural tendency to make excuses for why things might not work, and instead imagine how things might. Those old excuses are yesterday's news. Today is a new day; I will get out of it just what I put into it.

I understand that I might at first disagree with some of the things I hear, or even hear things that at first may seem challenging to me. Alternatively, I may really like what I hear and even get a little excited about it. Regardless of the outcome, while I retain the right to make up my own mind, I commit to knowing and understanding what I am saying "no" or "yes" to.

At the end of the training event, I will choose if this is really for me; if it fits like a glove – I'll know it. Then, I will make a decision to either apply what I've learned, or not apply it.
I hereby commit to the above as evidenced by my signature:

________________________________ on the ______ day of _________________, 20____.
Your Signature

LESSON 3: IDENTIFYING YOUR BIAS

DEFINITIONS

What is “sales”?

____

Who does it?

____

When is it done?

____

Go to this lesson online now

LESSON 4: UNDERSTANDING THE VALUE OF LEADS AND CONVERSION RATES

WHAT IS THE SALES FUNNEL?

TERM	DEFINITION
Visitors	
Callers	
Appointments	
Patients	

TAKE THE FOLLOWING NUMBERS TO CALCULATE YOUR APPOINTMENT ACQUISITION COST:

$$\frac{\text{Number of new appointments generated this month}}{\text{Marketing costs to generate those appointments}} = \text{First appointment acquisition cost}$$

TAKE THE FOLLOWING NUMBERS TO CALCULATE YOUR CONVERSION RATE:

$$\frac{\text{Number of conversions (clients) arising from new appointments this month}}{\text{Number of new appointments generated this month}} = \text{First appointment conversion rate}$$

[Go to this lesson online now]

LESSON 5: FACING THE 6 CHALLENGES

THE 6 BIG CHALLENGES

After training hundreds of people in personal sales, we've heard their greatest challenges are:

1. Getting them ______________________________
2. Getting the patient's ________________________
3. Knowing who is wasting your ________________
4. Getting bogged down in too much ___________
5. Handling __________________________________
6. Creating ___________________________________

[Go to this lesson online now]()

LESSON 6: THE 3 GOALS OF THE FIRST APPOINTMENT

THE 3 GOALS OF EVERY FIRST APPOINTMENT

1. Make the patient leave feeling more ________________ at the end of the first appointment than when they first walked in
2. Get the __________________________ (a next appointment date)
3. Know the real _____________________ as to why your customer didn't proceed

[Go to this lesson online now]()

NOTE: LEARNING CONTRACT

If you haven't already signed the learning contract, you can do this now on page 4 of this workbook.

LESSON 7: LEARNING THE 3 ACT FIRST APPOINTMENT PROCESS

THE 3 BIGGEST MISTAKES AT FIRST APPOINTMENTS

1. Not asking questions
2. Not asking the right questions
3. When asking questions, not listening to the response

THE 3 ACT FIRST APPOINTMENT PROCESS

- Act 1: Greeting
- Act 2: Opening
- Act 3: Closing

Go to this lesson online now

LESSON 8: UNDERSTANDING TIMING AND SALES PROCESS BENEFITS

Act	1			2						3		
Scenes	Greeting	Warm Up	Intent	Discovery	Is	Exam	Reco	Reverse Hand Over	Options	Objections	Money	Referrals
Icon												
1	X	X	X	X	X			X	X	X	X	X
2	X	X	X		X	X		X		X		
3	X	X	X		X	X	X	X		X		
Time	00:01:00	00:03:00	00:05:00	00:12:00	00:13:00	00:33:00	00:34:00	00:35:00	00:37:00	00:47:00	00:52:00	1-3 Months

WHY HAVE A SALES PROCESS?

- Enable all 3 lines to work together
- Increase confidence in your role
- Enjoy more control of the sales interaction
- Effectively deal with a wider variety of people, objections, and needs
- Shorten sales cycles
- Loosen up and have more fun
- Identify and fix what's broken
- Ultimately increase your conversion rate and volume

[Go to this lesson online now]

ACT 1: GREETING

LESSON 9: THE GREETING

WHO PERFORMS?

- 1st-line
- 2nd-line
- 3rd-line

THE PURPOSE OF THE GREETING

To reduce ____

WHAT DO PROSPECTS FEEL?

- Anxiety
- Concern
- Guilt
- Fear
- Excitement
- Anticipation

THE 3 IMPORTANT TASKS IN THE GREETING

1. ____________________ and ____________________

2. Do not ________________

3. Proper ________________

HINTS & TIPS FOR FIRST IMPRESSIONS

- Be ready
- Be inspired
- Be prompt
- Smile
- Eye contact
- Names … First, Last, Pronunciation
- Express gratitude
- Offer refreshments
- Create a comfortable environment
- Housekeeping
- Walk with your guests

> "The purpose of the greeting is to reduce tension"

[Go to this lesson online now]

LESSON 10: THE WARM UP

WHO PERFORMS WARM-UPS?

- 1st-line
- 2nd-line
- 3rd-line

THE GOAL OF THE WARM-UP

To continue to reduce ________________________________ and build

________________________________ & credibility.

3 DO'S OF THE WARM-UP

1. Let the __________ talk about themselves
2. Find something to like about them
3. Find a __________ that is important to them

THE BRIDGING STATEMENT BETWEEN WARM-UP AND INTENT STATEMENT

Keep a bridging question in mind - you can use any of the ones below:

- *"Shall we get started?"*
- *"We've got a lot to cover so let's get started."*
- *"Thank you very much for coming, do you have any idea what we're going to do today?"*

4 DON'TS OF THE WARM-UP

1. Do not sell
2. Do not interrogate
3. Do not prejudge
4. Do not let it drag on for more than a few minutes

"The purpose of the warm up is to reduce tension, build rapport and credibility."

Go to this lesson online now

ACT 2: OPENING

LESSON 11: IDENTIFYING THE CALLER

WHO PERFORMS INTENT STATEMENTS?

- 1st-line
- 2nd-line
- 3rd-line

THE PURPOSE OF THE INTENT STATEMENT

To reduce the prospect's ______________________________ and tensions so that they will open up in the discovery and supply us with the ___________________________________ that we need in the opening.

THE 6 DISTINCTIONS OF INTENT STATEMENTS

1. Agenda
   - To tell the prospect what is going to happen at the appointment.
2. Empathy statement
   - To demonstrate we empathise with the prospect's concerns.
3. Set up discovery
   - To get permission to ask questions in the discovery.
4. Take Away (And give it back)
   - To let the prospect know that they are in control of their decision at the end of the appointment.
5. Set expectations
   - To set expectations with the prospect that we're going to ask for a commitment at the end of the appointment.
6. Trial close
   - To ensure that the prospect has been listening and agrees with our plan for the appointment.

A SAMPLE INTENT STATEMENT

Agenda

"Well, first we're going to have a little chat, I'm going to ask you questions about you, your motivations, and any concerns you might have."

"Then, I'll introduce you to the professional who will conduct your first appointment. After that, we'll get together again for another little chat..."

Empathy Statement

"Now, it's completely normal to have lots of questions and to even feel a little bit apprehensive about the process. If you have a question, feel free to ask any one of us at any time. That's what we're here for. ***Is that ok?****"*

Set up discovery

"First we're going to have a little chat, I'm going to ask you questions about you, your motivations, and any concerns you might have. ***Is that ok?****"*

Take away

"Now, you may not even be suitable for what we have to offer you, but after this first appointment we'll be certain, and if you are suitable we'll recommend the best service for you. ***Is that ok?****"*

Set expectations

"At the end of the first appointment, if we do recommend a service, we can discuss finances and scheduling, if you want to be a customer. ***Is that alright?****"*

….End with a soft trial close

The "Is that alright?" and "Is that ok?" in the sentences above are soft trial closes.

WRITE YOUR INTENT STATEMENT

Go to this lesson online now

LESSON 12: THE DISCOVERY

WHO PERFORMS?

- 1st line needs to pass notes to 2nd line
- 2nd line needs to confirm all questions and delve deeper
- 3rd line needs to know what was discussed in order to tailor their recommendations

THE 4 GOALS OF A DISCOVERY

1. To uncover ______________________
2. To uncover ______________________
3. To elicit _________________________
4. To figure out what ______________________ we'll be presenting later

A WORD ABOUT OBJECTIONS

Objections are

1. ___________________________________
2. ___________________________________
3. To be acknowledged now, but handled in the examination or after presenting options

MUST-HAVE FOR A SALE TO HAPPEN

Most serious buyers will have a(n) ________________ or two. But, no one will buy anything unless there is a _________________ if they don't.

THE 3 LEVELS OF QUESTIONING

1. 1st level - The ______________________________
2. 2nd level - The ______________________________
3. 3rd level - The ______________________________

DOMINANT BUYING MOTIVES (DBMS)

Write down the dominant buying motives for your product or service. Dominant buying motives are elemental. In other words, they are self-evident.

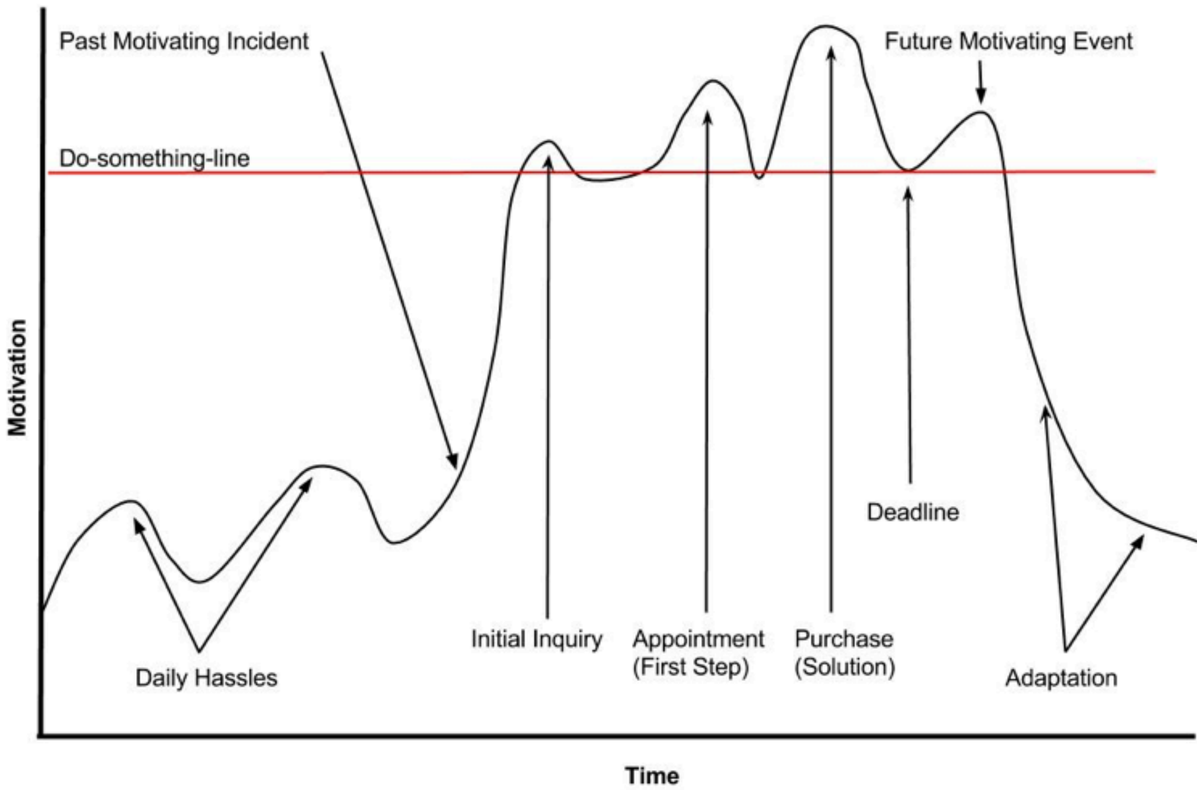
1. ______________________________
2. ______________________________
3. ______________________________
4. ______________________________

2-SIDES TO EVERY DBM

- Fear of loss (the ____________________)
  - Stronger
  - Attach to inaction
  - Sometimes associated with a past incident
- Hope for pleasure (the ____________________)
  - Also strong
  - Attach to action
  - Sometimes associated with a future event

"Most serious buyers will have an objection or two. No one will buy anything unless there is a problem if they don't."

Understanding motivation over time



4 METHODS TO GET AT DBMS

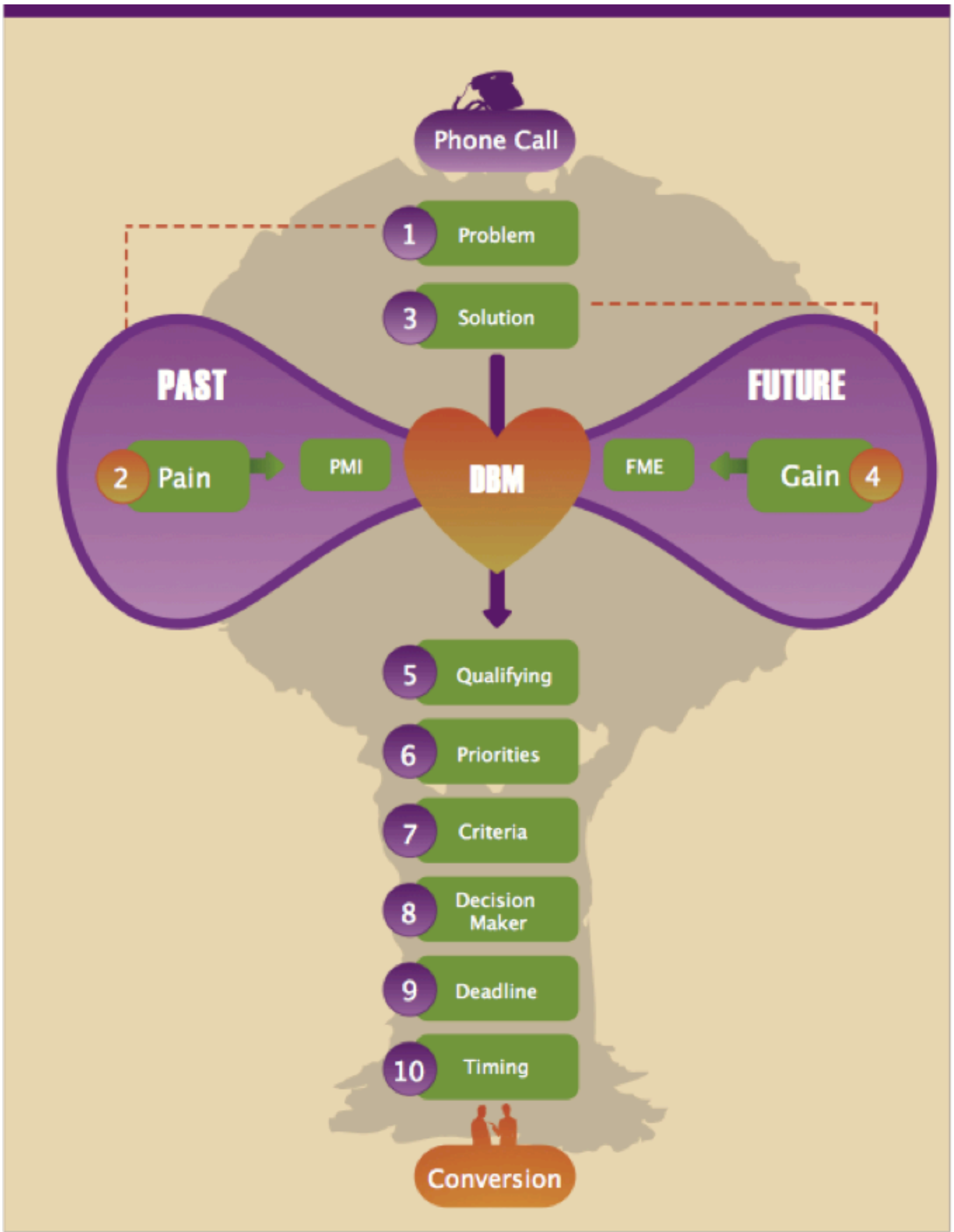
1. Ask more "why" questions
2. Ask for the fact, feeling and impact (rule of 3)
3. Just listen
4. Use expressions like "tell me more"

THE IMPORTANCE OF DBMS

People buy with ______________________________, and justify with ______________________________. If the ______________________________ is strong enough, the ______________________________ doesn't matter.

CONFIRM THE 10 MAGIC QUESTIONS

The following questions should be asked at the first conversation between the customer and the company. The 1st-line will usually ask them. However, things may change, or we may need to help our customers remember why they want to move ahead with a procedure. So, the 2nd-line's job is to confirm the answers to these questions, and delve deeper into their responses with additional, follow up questions.



THE PROBLEM QUESTION

1. ____

____

Know the prospect's objective and subjective view of the problem.

THE PAIN AND PAST MOTIVATING INCIDENT (PMI) QUESTION

2. ____

____

You're aiming to find the trigger for the desire, or "the straw that broke the camel's back". The specific event that motivates the prospect to cross the "do-something" line. If you get a superficial answer, probe further for a descriptive past motivating incident.

THE SOLUTION QUESTION

3. ____

____

Understand exactly what success means to them. You want them to paint a picture of what the future success looks and feels like. Record their words – do not assume.

"People buy with emotions and justify with logic.

If the emotion is strong enough the logic doesn't matter"

THE GAIN AND FUTURE MOTIVATING EVENT (FME) QUESTION

4. ____

____

You're aiming to find the date for when the solution needs to be in place before the deadline. Specific events and dates work best. You may discover their decision is time sensitive and you can refer to this later in the conversation. (Probe for how the problem affects them at work or leisure)

[Go to this lesson online now]

LESSON 13: DISCOVERY - THE LOGICAL QUESTIONS

THE QUALIFYING QUESTION

5. ____

____

We want to know how they've attempted to solve this problem in the past. This question enables you to understand where they've been before and to probe into possible disqualifying information which will save you time. You'll also be able to see how serious they are. You will find out if they've visited your competition, and why they might have rejected those options.

THE PRIORITIES QUESTION

6. ____

____

You're aiming to understand the priority words that got you into their evoked set of competitors to solve the problem. These are "need-to-have", non-negotiable priorities that they must have in a solution provider.

THE CRITERIA QUESTION

7. ____

____

This question provides you with the criteria words that the caller will respond to. You are looking for alignment between Priorities (6) and Criteria. These things are similar to priorities, but are nice-to-have, and are somewhat more negotiable if the priorities can be *met. You will be able to use this when overcoming objections, if the objections are product or company related.*

THE CONCERNS QUESTION

8. ____

____

This question provides you any concerns that the prospective patient may be harbouring. Getting these objections out early is helpful because you and further lines have the ability to address these objections while the prospective patient is at the first appointment.

THE DEADLINE QUESTION

9. ____

____

Understand when the benefits of this solution need to be in place. Often, this is before the future motivating event.

THE TIMING QUESTION

10. ____

____

The answer to this question provides you with the timing for the next step (e.g. starting the the buying process.) If you work backwards from the Deadline above, and figure out what has to happen before the solution is in place, you can figure out the best timing to start. This information will need to be passed on to whomever is closing the prospect.

OUR PROPOSED QUESTION CLUSTERS

DISCOVERY	QUESTIONS
1 - The Problem	"Can you tell me about the Problem?”
2 - The Past Motivating Incident	"Is there anything you’ve experienced recently that’s prompted you to come to see me now?"
3 - The Solution Question	"What are you hoping to experience by solving the problem?"
4 - The Future Motivating Event	“Is there anything coming up in the near future that’s motivating you to call us now?”
5 - The Qualifying Question	“Have you sought professional help for this in the past?"
6 - The Priorities Question	"What are the most important things to you when choosing a provider?"
7 - The Criteria Question	“What (else) is important to you when choosing someone to help you solve this problem?"
8 - The Concerns Question	“What concerns do you have about solving the problem?”
9 - The Deadline Question	"When would you like to have this problem solved?"
10 - The Timing Question	"When would you like to take the first step towards solving the problem?"

Remember, these are Question Clusters. That means you can ask follow up questions after these initial questions. For example, you can use the 3-step model of question asking: What is the fact? How do you feel about the fact? What impact did/does/will that have on your life? For every question if you wish.

Run through these 10 questions with a partner. Practice makes the questions feel comfortable.

[Go to this lesson online now]

LESSON 14: THE INFORMATION CONFIRMATION / HAND-OVER

WHO PERFORMS?

- 1st-line (performs this after the Discovery AND again with the 2nd line OR 3rd line)
- 2nd-line
- 3rd-line

THE 4 GOAL OF THE CONFIRMATION

1. To evoke ______________________
2. To crystallise the prospect's thoughts
3. To ______________________ the prospect's buying motives
4. To confirm ______________________ from the prospect that he/she has a problem

THE 5 COMPONENTS OF A CONFIRMATION

1. We repeat important answers from Discovery questions to focus them (Problem, Solution and Deadline is best)
2. We end with a soft trial close, or a positive-forward statement
3. We introduce the next person in the chain
4. We repeat back to the prospect, what she or he just discovered or confirmed, to the next person
5. We end with a soft trial close, or a positive-forward statement.

CONFIRM THEIR

- Problem
- Solution
- Deadline

CONFIRMATION TRIAL CLOSE

"If we can do all of that for you, is this something you'd be interested in?"

GETTING COLLECTIVE BUY-IN

1. Transfer the right to "solve the problem" to the practitioner (if that's the process)
2. Confirm Tree Information
3. Gain commitment in front of witnesses

Go to this lesson online now

Role play this with practitioners many times.

LESSON 15: OPENING THE LEAD

WHO PERFORMS?

- 3rd-line

HOW TO EXPLAIN DIAGNOSTIC TESTS

- What is it called?
- What does it do?
- How does it benefit?
- How does it feel?
- Is it unique or special?

6 COMPONENTS OF CREDIBILITY STATEMENTS

1. Create a reason to share your ______________________
2. Explain how you found out about the practice (or why you started it)
3. Share your background
4. Explain why you are doing what you are doing
5. Share what you're getting out of the job
6. Ask the patient if they have questions about you

WRITE YOUR CREDIBILITY STATEMENT

Go to this lesson online now

ACT 3: CLOSING

LESSON 16: THE RECOMMENDATION

WHO PERFORMS?

- 3rd-line
- 3rd line needs to communicate this to 2nd line

PRINCIPLES OF MAKING RECOMMENDATIONS

- Make it an event, not just a message
  - Be clear on what procedure you are recommending
  - "We can help you, it's really exciting!"
- Only discuss alternatives and risks after making a specific recommendation
- Create realistic expectations
- Get agreement

PRINCIPLES OF DISCUSSING RISKS AND SIDE EFFECTS

- Limit to relevant risks
- You know who is more at risk (experience)
- You know how to avoid risks (tests, techniques, technology)
- You are looking for them in aftercare appointments
- You know that risks are often minor and temporary
- You know that if they aren't, we can fix them

THE WORST CASE SCENARIO

- Speak about what is the worst thing that can happen
- Speak in percentages, but don't expect them to allay fears
- Talk in terms of guaranteed side effects
- Use numbers (3 main risks, 3 main side effects)

CREATE REALISTIC EXPECTATIONS

- Tell them what the surgery will do, then tell them what the surgery won't do
- Avoid overselling

HOW TO GET COMMITMENT

- Don't accept compliance
- Get a real answer to your question
- Ask customers to rephrase important concepts back to you
- Openly ask if there are any objections to your recommendation

"The more alternatives the more difficult the choice."

HANDLING OBJECTIONS

It is the 3rd Line's job to answer any remaining product Objections and to defer all general product Objections to the 2nd or 1st Line in the chain.

[Go to this lesson online now]

LESSON 17: REVERSE HANDOVER

WHO PERFORMS?

- 3rd Line to 2nd Line (patient coordinator)

TURNING BACK TO NEXT LINE

- Confirm suitability
- Recommend the procedure
- Mention concerns discussed
- Ask the patient for

  ____

- Turn over the patient to the 2nd Line
- Say goodbye
- Let them know you'll be seeing them again

Practice this at least a dozen times between participants.

[Go to this lesson online now]

LESSON 18: OPTIONS

WHEN PRESENTING OPTIONS...

- Make sure the room you use is private
- Remember the proper seating arrangement
- Do not have a desk between you and the patient
- Have the patient's seat facing inwards and not towards the window

PRINCIPLES OF PRESENTING OPTIONS

1. Sell the ______________________ first before divulging fees and restrictions
2. Emphasise ease of adoption
3. Create realistic expectations
4. Present a maximum of ______________________ options

> "We want to assume that the patient wants to have surgery with us."

AFTER THE EXAMINATION

- Don't let them wait too long
- Direct the seating of the clients
- Ask them if they want something to drink
- Clear everything off the table except pen, calculator and refreshments
- Get the money worksheets prepared

GOOD NEWS BEFORE BAD NEWS

- Good news before bad news
- Make sure they're emotionally invested before you give them all the fees and restrictions (a well-produced film can do a good job of reinforcing the emotions)
- They have to first want to be a patient, before they'll be willing to pay for it

EMPHASISE EASE OF ADOPTION

- Let them know that the clinic will handle all the logistics
- Have everything (dates, times, fees, breakdowns) planned out in advance on **the money worksheets**

CREATE REALISTIC EXPECTATIONS

- Ensure you add in 'baby-negatives' throughout the presentation
- Tell them what it will do, and then tell them what it won't do
- Remember that the solution doesn't have to be 'perfect', it just has to be better than what they're doing now
- Avoid overselling

> "Remember that the solution doesn't have to be 'perfect', it just has to be better than what they're doing now"

MAXIMUM OF TWO OPTIONS

- Make up an alternative if the prospect hasn't given you one
- Present everything in writing
- Ensure everything on the plan is covered to set up the close

MONEY WORKSHEET

- Name
- Recommendation
- Recommended date and time
- Person performing procedure
- Initial investment
- Balance investment
- Number of months (if financed)
- Interest rate (if applicable)
- Total investment

We already planned out a Money Worksheet that you can use. You can download it **here**.

THE BIG QUESTION

"Are you ready to become a patient today?"

WHEN TO ASK THE BIG QUESTION

- If you are open with your price, then there is no need to ask this question
- If you haven't yet shared your price, you need to ask the next question

THE MONEY TRIAL CLOSE

It's a no, or maybe

- Before showing the money worksheet(s), trial close first:
  - "Is there anything that would prevent you from becoming one of our customers today?"

If the answer is money…

  - "Oh, I mean anything other than money, do you really want to be one of our customers?"
- Be quiet and receive commitment from them

WHY USE THE MONEY TRIAL CLOSE?

- Ensure all the product objections are answered ______________________ showing the money
- Isolate their objections to the one true situational objection: money
- If you don't answer the product objections, the money isn't going to make them want it more

Practice this several times with a partner and have them say yes and no to the money trial close.

[Go to this lesson online now]

LESSON 19: HANDLING OBJECTIONS

OBJECTION HANDLING PROCESS

STEP	TASK	EXAMPLE
CLARIFY	Asking a question	"What is it about that, that is important to you?"
EMPATHISE	Put them at ease	"I can appreciate how you feel, and others have felt the same way..."
ISOLATE	Get any other Objections	"Apart from that, is there anything else..."
LIST	Get them all out	"Is there anything else?"
OVERCOME	Support DBM with strengths; balance DBM with weaknesses	"The price is £XXXX, and that includes (compare to DBM)
CLOSE THE DOOR	Ensure it's answered	"Would you agree with that?"

STEP 1: CLARIFY THE OBJECTION

- Don't answer every question immediately
- Be clear on what is being asked
- Once you think you've clarified it, confirm your assumption
- Allow the person to articulate the concert they might have
  - "It sounds like you have some concerns, can you tell me what they are?"

CLARIFICATION QUESTIONS FOR MONEY

- "What is it about the fee that's causing you concern?"
- "What is it about the price that is holding you back?"
- "Is it the size of the payment, or is it your ability to afford it over time?" (Value or affordability?)
- "If you had the money, would you spend it with us?" (Do you trust us?)
- "If we could make it affordable, when would you do it?"

REMEMBER

- Don't answer every question immediately
- Avoid answering any objection that doesn't get in the way of the appointment (defer it to the appointment)
- Defer to a higher line wherever you don't have the information to answer an objection

STEP 2: EMPATHISE WITH THE OBJECTION

Do not argue or retort

To empathise, use Feel, Felt, Found by saying:

- "I understand how you might feel that way"
- "Many others have felt the same way"
- "What they found however, was that…"

Remember that it's ok to acknowledge a weakness. Nothing is perfect. It doesn't have to be perfect; it just has to be better than the competition, and better than what they're doing now.

STEP 3: ISOLATE THE OBJECTION

To isolate, ask:

- "Apart from this issue, was there anything else that is holding you back from this choice?"

STEP 4: LIST THE OBJECTIONS

To list, ask:

- "Ok, anything other than that?"
- "Anything else?"
- "Is that all?"

STEP 5: OVERCOME THE OBJECTION

- Decide whether the Objection is emotional versus logical and clinical versus administrative
- Recall the patient's Dominant Buying Motive (DBM) and remind the patient what it is
- Balance product's _______________ with the Dominant Buying Motive (DBM) to give the patient_______________
- Bring up the Pain and balance it with the Gain
- Emphasise their Priorities and their Criteria

STEP 6: CLOSE THE DOOR ON THE OBJECTION

Use a tie-down question to get commitment to striking that objection from the discussion

- "Does that make sense?
- "Do you have any questions about that?"
- "Have I made that clear?"
- "Can we take that off the table?"
- "Can we cross that issue off?"

GO BACK TO CLOSING

After all Objections are handled, go back to closing

- "So here is what I recommend..."

Role play objections!

[Go to this lesson online now]

The Objection Handling Process

1 Clarify the objection

Ask a question that reveals the true objection.

"What is it about that, that is important to you?"

2 Empathize with the objection

Agree their objection has merit to put the prospect at ease

"I can appreciate how you feel, and others have felt the same way..."

3 Isolate the objection

Determining if this is the only objection in the way of a close, or one of many.

"Apart from that, is there anything else holding you back?"

4 List the objections

Get all the objections out before overcoming them

"Apart from that, is there anything else?"

5 Overcome the objection

Use your your knowledge and their DBM to overcome the objection

"The price is £XXXX, and that includes...

6 Close the door on the objection

Ensure the objection is answered to the prospect's satisfaction

"Have I made that clear?", "Would you agree with that?"

7 Go back to closing

Offer the appointment dates again

"So here is what I recommend..."

LESSON 20: MONEY

WHO PERFORMS?

- 2nd-line
- The person who conducted the Discovery and gave the patient Options is the person who should also ask for Money

HOW TO BECOME BETTER AT ASKING FOR MONEY

- Practice and be prepared
- Be relaxed (remember to breathe)
- Be ______________________ with large numbers (e.g. prices)
- Believe that your product is ____________________ the price
- Be confident (assume they want to be a patient)
- Be tenacious (don't accept the first, second or third "no")
- Be flexible (change the deal)
- Be strong (take it away)
- Be honest with yourself (not buying today greatly reduces your chance of a sale)

DATES AND TIMES FIRST

- Remember, always two options and defer no time
- Dates (Monday or Tuesday)
- Times (morning or afternoon)

> "Assume the close,
> but verify."

SHOW THE TOTAL

"Will you be putting that on your VISA today."

- Be quiet (Any objections, just acknowledge but do not attempt to overcome)
- Redirect and let them answer you on how they will handle the deposit

SHOWING THE INITIAL INVESTMENT

- Before showing initial investment:
  - Get a firm yes or no on the total
  - If no, drop to the initial investment
  - Turn the worksheet so that it faces the client
  - Use your pen to point out the deposit line
- "To confirm we take a deposit of X. How would you handle this today with cash, check, or credit card?"
  - Be quiet (Any objections, just acknowledge but do not attempt to overcome)
  - Redirect and let them answer you on how they will handle the deposit

HOW TO NOT HEAR "I WANT TO THINK ABOUT IT."

- You can only achieve a smooth back-end after a ________________
- You have established ______________________too much to think about
- You have not __________________________ compliance answers
- You have built an urgent need for the ________________________

[Go to this lesson online now]

Practice this several times!

LESSON 21: ASKING FOR REFERRALS

WHO PERFORMS?

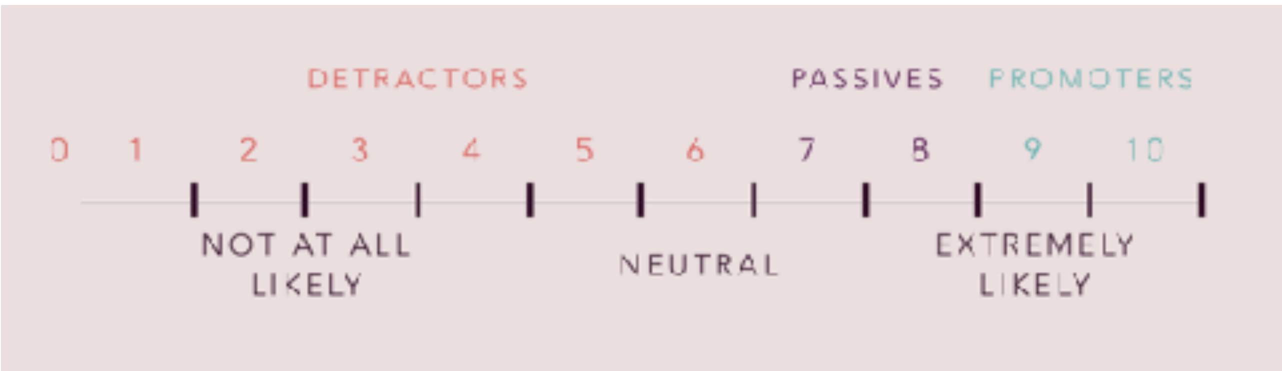
- The person who created the initial bond with the patient at the first appointment should ask for referrals within 1 - 3 months following treatment

THE 3 STEPS IN ASKING FOR REFERRALS

- Step 1: Take their temperature
- Step 2: Investigate further
- Step 3: Provide them with opportunities

THE ULTIMATE QUESTION

- "On a scale of 0 to 10, how likely would you be to recommend us to a friend, family member, or colleague?"



KEEP A LOG OF YOUR NET PROMOTER SCORE

NPS = % of promoters (9s & 10s) **MINUS** % of detractors (0s - 6s)

INVESTIGATE FURTHER

- 0-6 - ________________________________
- 7-8 - ________________________________
- 9-10 - ________________________________

PROVIDE THEM WITH OPPORTUNITIES

- 0-6 – Share their ________________________________
- 7-8 – Follow up in a few months
- 9-10 – Invite them to ________________________________

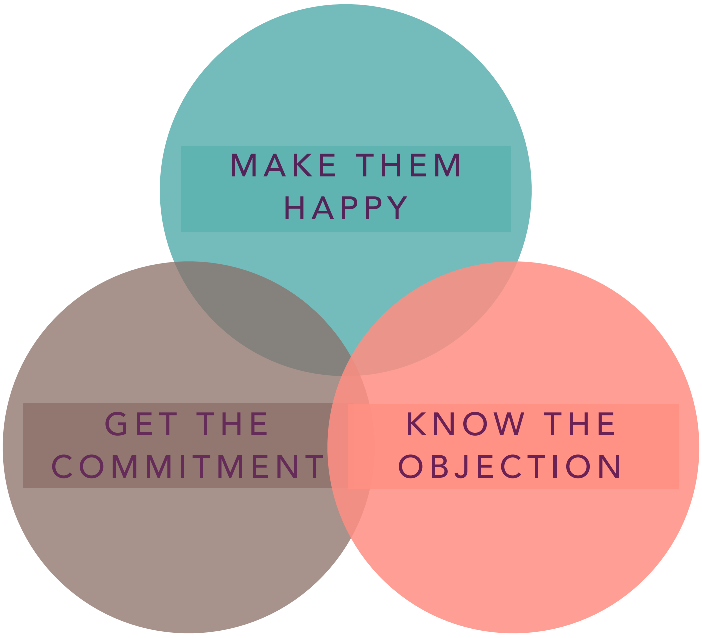
[Go to this lesson online now]

LESSON 22: COURSE SUMMARY

IMPORTANT

Role-play the whole process with a partner from beginning to end as many times as you can!

- **Time:** Organize your schedule to ensure you have enough time for each step of the new process
- **Space:** Make sure you have appropriate space to have conversations with people
- **Tools:** Use (electronic) medical records, to collect and share all customer data
- Keep the **3 Goals of each first appointment** in mind



- Adopt the system
- Role play and practice the tools
- Complete all the exercises
- Complete the exam
- Give Feedback

[Go to this lesson online now]

YOUR GOALS

The two main goals should be conversion rate and adherence to process

	CONVERSION RATE	ADHERENCE TO PROCESS
As a result of this training I want to:		
I will be able to measure my progress towards this goal by (measurement tool):		
I believe this goal is attainable because:		
This goal is relevant to my job because:		
I will be able to achieve this goal by: (date)		

ABOUT THE TRAINER

Rod Solar has been a professional salesperson to consumers and business, a management consultant, a college lecturer, an industry leader, a published writer and an executive coach. He works as a healthcare business growth specialist and sales trainer out of his home base in London, England. His clients include small to medium healthcare clinics, hospitals and medical companies in the United Kingdom, Europe, United States, Canada and other countries in the EMEA.

A Canadian by nationality Rod grew up in Vancouver, Canada, where he earned a degree in Psychology from the University of British Columbia. After completing his degree, he pursued a further 3 years of study in Leisure & Sport Management, Instruction & Coaching.

Rod's favourite professional activity is teaching. With academic qualifications in instructional design and coaching, Rod has taught students at undergraduate and post-graduate levels in sales, customer service and marketing. He also enjoys working with senior managers in healthcare organisations to develop their corporate training plans.

Rod's enjoys building his trainings around exercises that brings out people's innate strengths, and instilling the confidence his participants need to hit the ground running on day one after training.

Apart from writing all the manuals and presentation decks for our courses, Rod enjoys writing articles about healthcare marketing and training and sharing them on the LiveseySolar blog. His work has been featured in Independent Practitioner Today, CRST Europe, and the ESCRS EuroTimes. Rod has a passion for making learning easy, and he enjoys helping our clients to make change – one step at a time.

To stay current with Rod's latest contributions to the field of healthcare sale and marketing, subscribe to the LiveseySolar blog at: www.liveseysolar.com.

ABOUT LIVESEYSOLAR

You can learn more about us by visiting our website www.liveseysolar.com

- Phone: +44 (0) 207 407 4452
- Email: info@liveseysolar.com
- Facebook: www.facebook.com/liveseysolar
- Twitter: www.twitter.com/liveseysolar
- Address: No. 10 - 55 Tanner Street, London, SE1 3PN United Kingdom

LIVESEYSOLAR
HEALTHCARE MARKETING

WE PROVIDE HEALTHCARE TEAM TRAINING IN

- Customer service
- Handling patients on the telephone
- Handling patients at the appointment
- Objection handling
- Selling to individual differences
- As well as sales consulting surrounding healthcare sales management & sales systems

AND HEALTHCARE MARKETING SERVICES LIKE

- Website design and conversion optimisation
- Social media marketing
- SEO (Search Engine Optimisation)
- SEM (Search Engine Marketing)
- Video marketing
- Information product design and content marketing
- Event marketing to healthcare professionals and patients