

Ethical Sales and Communication **Programme for Health-Care Professionals**

This is a one day course split into **five** modules.

Introduction

- Discover the six biggest communication mistakes made by health-care specialists.
- Learn how to operate outside your comfort zone and develop extra self-belief and confidence.
- Develop a more positive attitude of success and achievement. Set course goals.

Section One **Building Rapport**

You will develop:

- The skills to build relationships with potential clients.
- The techniques to build credibility quickly and the skills to lower client resistance/nervousness and win them over to your way of thinking.
- How to build rapport with patients of all different personality styles. Get patients to like you instantly and stand out from the competition and understand the importance of preparation.

Section Two

Asking The Right Questions to Create Opportunities

- To understand the vital role effective questions play in selling our services/products.
- Learn how to lead your patient through a comfortable, natural series of questions designed to get the information you need.
- Develop the skills so that the patient buys into services and sees the need to take urgent action.
- Become a much more effective listener.
- Develop the four-step questioning approach to a perfect consultation.
- Developed the six emotional reasons to understand the patient's decision making process.
- Communicate in the language that excites your patients.
- Develop unique solutions to patients' needs and buying criteria.
- Become creative when presenting your solutions to your patients.
- Become a more persuasive and powerful communicator in all situations.
- Learn how to use evidence to back up what you say.
- Discover the language to excite and influence your patients.
- Communicate clearly and concisely, eliminate waffle and technical jargon.

Section Three

Communicate Your Fees With Self-Confidence and Achieve the Income Your Services Deserve

- Understand that patients don't buy on price.
- Understand what is important to patients when they make decisions.
- Know your numbers.
- Communicate value when presenting your fees and eliminate objections.

- Become more confident when discussing fees and never reduce the price in your head again.
- Develop strategies that will make you feel more comfortable talking money and achieve the prices your services deserve.
- Learn how to charge more than your competitors and still hear a yes.
- Gaining commitment in an Ethical Way.
- Learn how to gain patient commitment to your treatment with ease.
- Develop a process where patients buy into your services.

Section Four

Overcoming all Your Patient's Objections

- Identify hidden objections.
- Use “cushions” to help resolve objections and resolve conflict.
- Learn the skills to effectively resolve objections and create win win.
- Think on your feet and develop self-esteem and confidence.
- Develop a five step approach to overcome all your patient's objections.

Section Five

Gaining Commitment Follow Up / Referrals

- Learn how to follow up effectively.
- Stand out from the competition.
- Learn how to ask for referrals and build a pipeline of new patients to your door.
- Provide a world class experience for your patients.
- Create a seamless patient journey so that the baton never gets dropped.
- Ring fence your patients and increase your assets.
- Apply the sales process from start to finish.
- Develop new behaviours that stick.
- Set performance goals.