

Accelerate Mastermind Group

MARKETING MASTERY



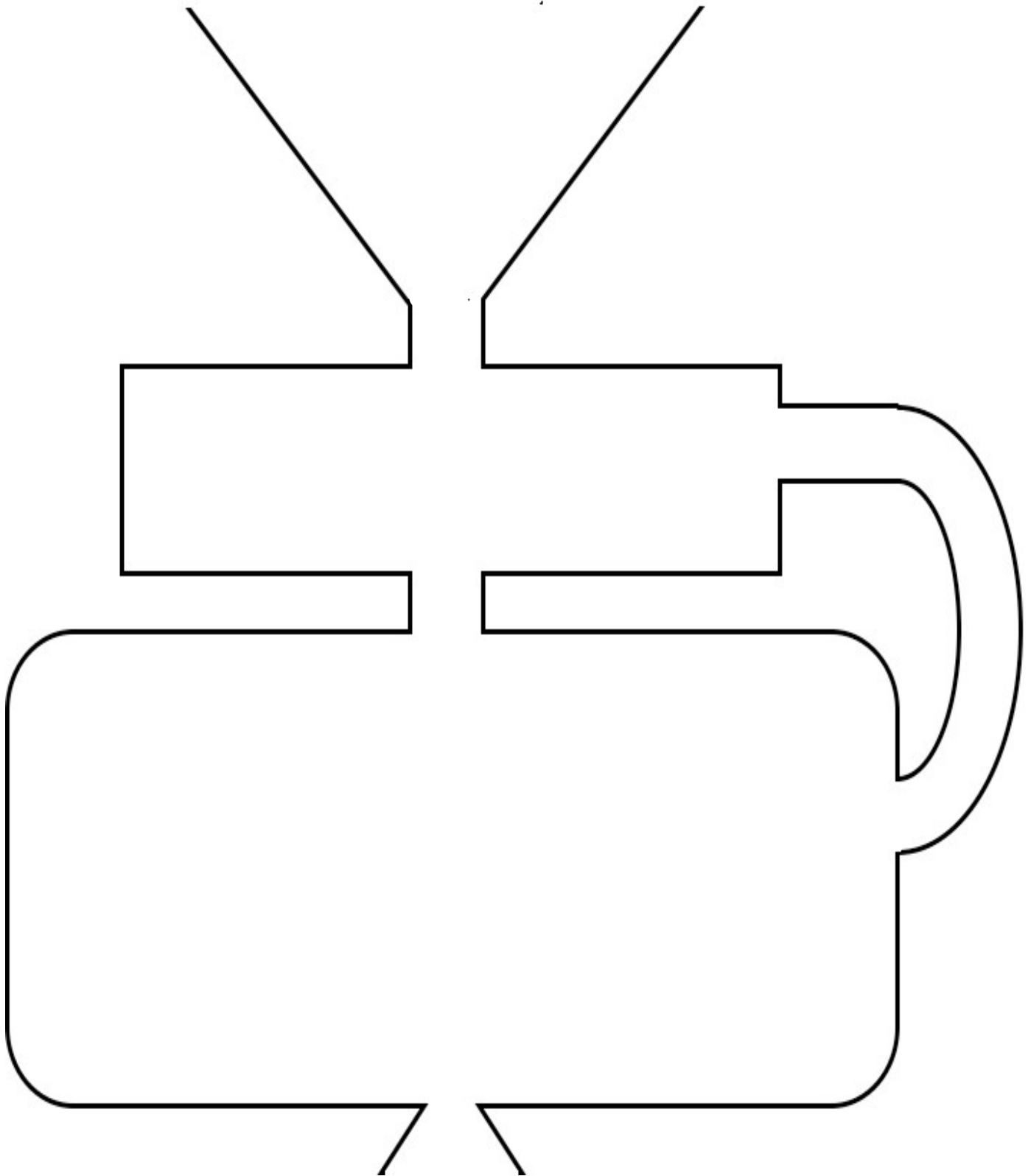
AMG Program
Workbook



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The Three Outcomes of Marketing



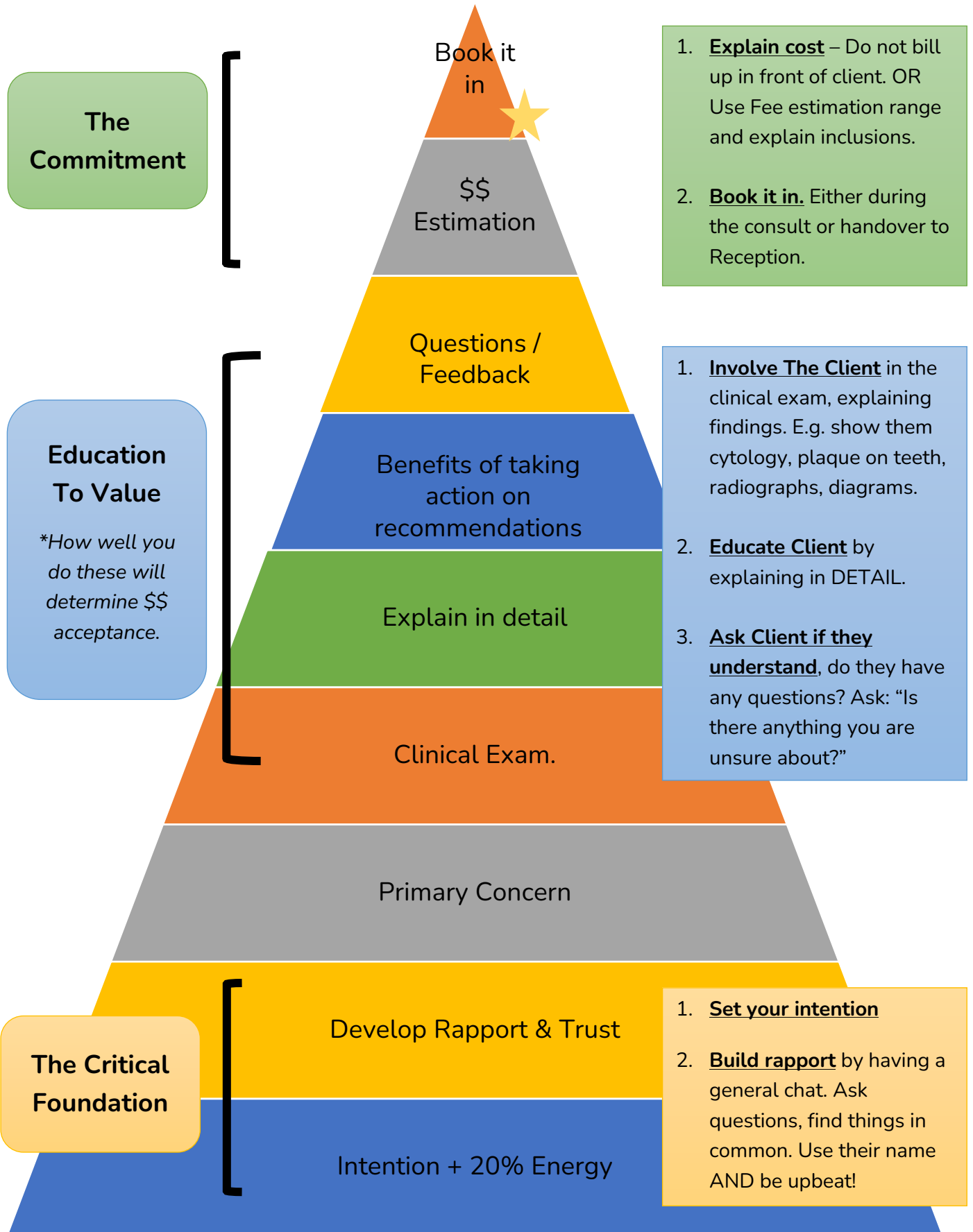
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Consulting Room Conversion Tool



“People pay for 2 things – Certainty and Clarity”



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Your Unique Marketing Message

What do you believe about your business?

What things do you do so clients experience your beliefs?

What is the outcome/benefit/experience for them when they engage with your business?

How are you going to tell the world?



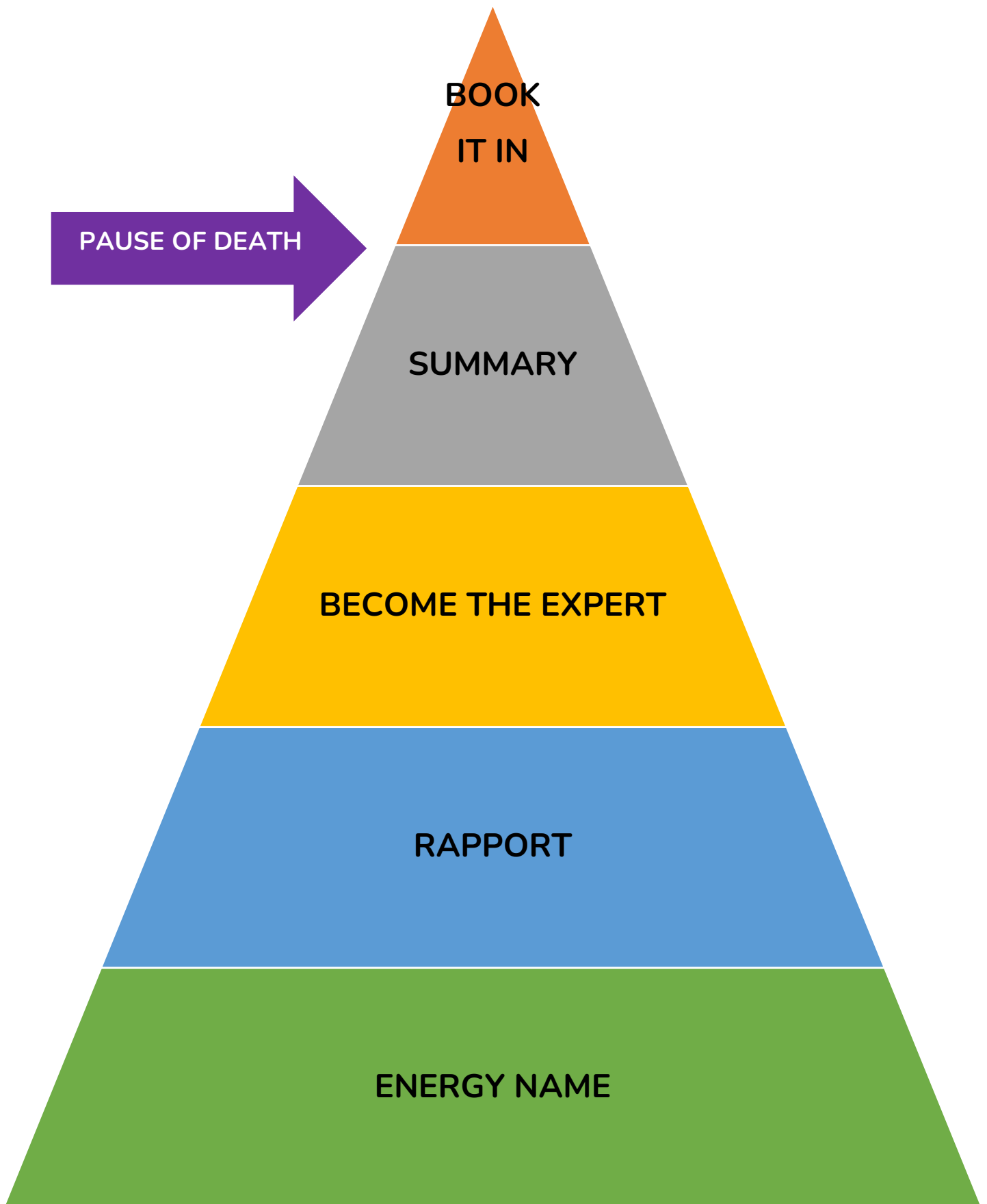
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Phone Technique – How To Book It In



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Receptionist Skills Analysis Process.

Call practice and enquire about a price for either vaccine, desexing or dental costs.

Before calling make sure you have decided on your details on write them down so there is no lag when you do the call.

Include:

1. Your name
2. You pet's name, breed, sex, age and any history (has it been vaccinated before etc or not as an example). Remember to write it down so you don't have to think.
3. Call the practice with the tone of voice and exactly how you would do it is you were calling to find out the price for another product or service you are interested in. You MUST sound authentic.
4. Listen to the call carefully and then rate them at the end. DO NOT rate them as you are calling as you will sound detached.
5. Do not be over nice to them. You are seeing if they have the ability to develop rapport and turn an inquiry into a booked appointment.

There are 5 steps to the perfect approach to handle a client enquiry on price, "should I or should I not bring the pet in", or I just need some advice.

We will use a scoring system of 1-10 in each of the areas.

Step 1: Level of enthusiasm when they answer and during the call. The ideal is their level of energy should be 20% more than the normal human speaks at.

When listening to the perfect call is someone who sounds generally excited to answer the phone and to be of service to you.

Rate them 1-10

Step 2: Building rapport: Ask 3 Questions and find something in common.

The best way to build rapport and likeability is to ask questions that is not "fact finding" to answer their questions and follow-up with finding something in common.

E.g., If someone calls and ask asks "How much is it to" The ideal response goes something like this:

"I can definitely help you there." *(giving the client certainty that they will get what they rang for)*



“Is it if I ask a few questions just to make sure that I give you the right answer?” (*Getting permission to ask questions and set the expectation that there is more they need to be aware of than just the price*).

“What’s your pets name? Oh what a cool name, I knew a dog called that and he was a real character” Is he a bit cheeky or does he have beautiful manners”?

What breed is he? Oh, they are such an awesome breed. Does he do (insert something that is a common trait of that breed e.g., Border Collie...is he super energetic and loves a game?)

How old is he? Oh a young one. Wow I bet he keeps you busy (*Asking Questions to build rapport. Not fact find.*)

The actual questions do NOT matter as long as they result in a longer conversation whereby there is a feeling of likability being developed between the caller and the receptionist.

How did they make YOU feel? A 10 would be someone who finds a way to connect to you, nothing is a problem, has a tone and a manner that makes you feel special and in turn makes them very likable.

A 10 is someone whose name you would remember when you met them and you would look forward to meeting them as a result of the call. It would also compel you to book an appointment even if they were not the cheapest practice.

Rate them 1-10 on rapport. Write a comment as to why you gave the score you did.

Step 3: Become the expert

During this step is where a great receptionist will ask questions that the client will not have answers to.

This gives the receptionist the opportunity to “Become the expert” by educating them on what they didn’t know (making the unknown, known).

E.g., If the client asks for the cost of a vaccination, a great response is “Absolutely, what sort of vaccine would you like?”

OR if they ask for the price of a desexing the question would be “Absolutely. Look there are a number of variables with desexing, is it ok if I ask you a few questions in order to give you the right answer?”



When was the last time your pet had an anaesthetic? Or, when was the last time your pet had a blood test? Or, have you considered having your pet on a drip throughout the procedure to reduce any of the potential side effects of an anaesthetic?"

All of these questions are designed to get the client to see that there is no right cost for a desexing and it reveals to them that they don't know what others have quoted them on.

This time also allows you to educate them on WHY you would include additional things in the procedure. Educate them to value. Remember the higher the value, the lower the cost objection.

Rate them 1-10. A 10 would be if you felt the person had educated you fully in the best options without you feeling as if they were using a script or selling you anything. They were really asking questions to find out how much you know and then educating you on the benefits of the options. It should be a non-sell, non-confronting realisation that you are better off choosing a higher-level service. You must feel as if they were of service to you NOT they were trying to sell to you or going through the motions of what they have been trained to say.

Step 4: Summarise the call and answer their initial question

E.g. "Based on what we've discussed today then best option for you would beand that includes (itemise what's included) and the total price would be \$X.

Rate them 1-10 on summarising and tailoring it to them.

Step 5: Book it in now and avoid the "pause of death"

Did they progress immediately from the price to "Which day would work best for you Tuesday or Wednesday? Morning or afternoon? 2pm or 4pm?"

It would sound as if they assumed you were definitely going ahead. If they ask you if you want to go ahead, it makes the supposition that the client needs to decide whether they want to proceed or not. TONNES of business gets lost here

A 10 should:

Ask them to book in immediately and with no hesitation **5 points**

Find out the time that suits them best by offering 2 options each time (see above) **3 points**

Book it in and summarise for the client. **2 points**

Rate them 1-10. Write a comment as to why you gave the score you did.

Give total out of 50.



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Receptionist Skills Analysis Process

Clinic:	Person:	Date/Time :
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	Points	Y/N	Complete score 1-10
Step 1: Level of enthusiasm when they answer and during the call	Phone answered within 3 rings?		
	Happy welcome?		
	Enthusiastic?		
	Did they ask you your name?		

	Points	Y/N	Complete score 1-10
Step 2: Building rapport: Ask 3 questions and find something in common	Did they build a good rapport with you by asking questions		
	Did you find them likeable & care about your pet?		
	Did they use your pet's name?		
	Was there a feeling of connection?		

	Points	Y/N	Complete score 1-10
<p>Step 3. Become the Expert EDUCATE TO VALUE - During this step is where a great receptionist will ask questions that the client will not have answers to.</p> <p><i>This gives the receptionist the opportunity to “Become the expert” by educating them on what they didn’t know. The client must feel they were offered a service NOT Sold to</i></p>	Did they ask questions to change the focus from price?		
	e.g. Price on desexing? Absolutely - a few questions to give you the right answer?		
	e.g. Has your pet had an anaesthetic before? If so did they have a blood test beforehand?		
	e.g. Which vaccine would you like? There are a number of vaccines and it's important to match the right one for you pet?		
	Were you educated about the value of the procedures?		



Receptionist Skills Analysis Process

	Points	Y/N	Complete score 1-10
Step 4: Summarise the call and answer their initial question	<i>“Based on what we’ve discussed today the best option for you would beand that includes (itemise whats included) and the total price would be \$X</i>		

	Points	Y/N	Complete score 1-10
Step 5: Book it in now and avoid the “pause of death”. Don’t use "if you want to go ahead" - It adds doubt to the caller	Did they progress immediately after the price to book it in?		
	Did they ask which day would suit you best - Tuesday or Wednesday etc.?		

TOTAL - Out of 50	
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Comments



Desexing Price Enquiry Script

In response to Question – “How much is it to.....?”

Reintroduce yourself & your role

- Ask client their name if not initially provided. (Use client's name!) Ask client if it's ok to have a few moments of their time to ensure they have all the information they need
- Ask client the name of their pet
- “*Tell me about (name of pet)*”. This will likely elicit information such as history, breed, sex, that will enable you to provide the correct price range. If details are omitted then they can be elicited in a conversational style, rather than a question and answer/ticket the boxes style communication.

Appropriately use the client and pet's name woven into the discussion

“The price I'm going to give you includes everything you and I would want to make sure that we minimise any risk associated with a general anaesthetic for (pet's name) and ensures they have a comfortable recovery.”

It includes:

- *Preanesthetic blood testing which looks at organ functions and potential conditions that cannot be diagnosed on physical examination alone*
- *Putting (name of pet) onto a drip which maintains blood pressure during the procedure and helps to flush the anaesthetic from the system making for a smoother recovery*
- *A dedicated nurse for (name of pet's) stay with us*
- *Pain relief*
- *And importantly, intra-dermal sutures or stitches under the skin which means (pet's name) doesn't necessarily have to go home with one of those bucket collars.”*

Provide cost

“It's a day procedure with admission between 8 and 8:30am and discharge to be confirmed in the late afternoon or early evening at a time that suits you.

(Client's name) do you have any questions?

When would suit you to book (pet's name) in?”



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How To Deal With Upset Clients

Important to know:

1. A dissatisfied customer will tell at least eight to ten other people about their bad experience.
2. Giving a solution that exceeds their expectation when they are disgruntled will often create your best clients.
3. When a client comes in and is disgruntled, they want:
 - **To be heard, understood and empathised with.**
 - **To get a solution ASAP. A fast solution that they are happy with is PROOF that you value them.**

If possible, ALWAYS take the client to a private area so you can chat.

Step 1: Lay down and listen.

Let them vent without interruption. Let them get the energy out. By listening and nodding your head when they are ranting shows them you are on their side. **If you try and defend at this point**, you've just put fuel on the fire.

Simply tell them you understand and that you'd be annoyed as well and let them know you're committed to finding a solution they are delighted with.

Step 2: Get clarity on the real issue and use playback.

Ask them questions so you fully understand what happened. The great saying goes "Seek first to understand before seeking to be understood".

You are trying to see things from their side first, put yourself in their shoes so you fully understand how they are feeling.

At the end of this you say, "*Just so I'm completely clear about your concern...*" and then playback to them what your understanding is of what happened and what they are actually concerned about.

Finish with "*Is this correct?*"

They should agree that is the exact points they are concerned about. Now finding a solution is easy. Often what they are really concerned about is not what it initially looks like. Your job here is take an investigative role from a place of truly wanting to understand.

By doing this you are both on the same side of understanding.

Again, do not defend here.

Step 3: Create a solution:

Reassure them that you understand, and you would be upset too. Then ask them what they would see as a solution to the issue. By the time people are annoyed, they will have an outcome they want in mind. If you CAN give them this outcome, then you have showed that you care.

If you can go even further than they asked for, then you may create a raving fan. Go *beyond* what is seen as a solution.

If they don't have a solution, then create one and see if they respond well to it.

If you are not the decision maker and need to take it to someone else, **OUTLINE THE STEPS** to them getting a solution. Eg. "I'll need to check with the owner on this but I'm going to do it and come back to you with a solution by 3pm.

A great idea is to empower the person dealing with the brunt of the complaint, by having a **"practice agreed resolution limit"**.

This is a dollar value that you can use to resolve complaints without having to "ask the boss"

For example, it may be you can use up to \$100 to resolve a customer complaint., This may be in stock, service, refund, flowers, whatever you deem would work.

This will mean that the majority of upset clients get a fast solution, you keep a client and it doesn't always need to go to the top.

Remember, they are worth a lot of money to you.

Give them clarity and certainty so they know you care and they know they'll get an outcome.

Always let them know that you will be following thru personally. (How do you feel when the person at Telstra says 'I'll escalate this to the next level' and you know perfectly well you won't get a result without chasing it up.)

Step 4: Ask them if they are happy with the outcome:

If they say yes, their brain will let go the anger/frustration and you still have a client. If they are NOT happy, then keep going until they are.

This is an important step because by agreeing that have a solution they are happy with, they are telling their brain to let go of the frustration/anger.

Some BIG don'ts when dealing with an annoyed person.

- **Don't use the phrase: "It's company policy here..."** It's red rag to a bull.
- **Don't jump into defend mode.** Once you are both on the same side, then you can offer an explanation but DO NOT try and do this until the client has settled down.
- **Don't promise something you can't deliver.** If you say you will get back to them by 3pm...then it's 3pm not 3.30pm. If you keep your agreements, the client will feel respected and valued.
- **Don't handball it and not follow up.** The client vented to you and they want YOU to follow thru to get a solution. Go talk to others, get boss approval, whatever you need but ALWAYS get back to them.

Can I suggest that you do a staff training on this and then print out the 4 steps to have laminated at the front desk.

Hard to remember the steps when you are in the middle of a heated vent!

Remember implementation creates results.

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The Mastermind Session

Challenge / My specific challenge is...	The Result I Want Is....	What I have tried so far is....	My specific Question Is....
Notes			
Insights I had were...	Actions I will take...		