



## How To Book a New Appointment

### Hello!

Today I will be talking about how we

1. Who we want in the practice
2. Basic psychology of deciding and buying
3. Standard pathway of patients in the practice
4. Protocol for direct message contacts
5. Call etiquette and procedures
6. Screen those who contact us
7. The criteria that determine if they are a good client
8. DO NOT give any advice
9. The script
10. The success stories used in the script.
11. Handling objections
12. How to offer appointment options
13. Documenting the sales call, The Patient information form
14. Being selfish with our slots
15. What to do if they aren't ready
16. When to send them eBooks
17. When & How to follow up

All this knowledge and training took a long time to figure out. It took a long time to learn how to do it right and doing what works.

If you have an idea or improvement that you think will work better? Tell us before you do it so that we can help you. We are very open to improving.

However, if after we show you how to do it and you decided to do it your way, do not follow the script, do not screen them according to our criteria, make "improvements" without telling us, You will be putting your future with us at risk.

We will not tolerate those who cannot listen or follow instruction. They will work somewhere else.



## Who we want in the practice

This is who our ideal client is. It is a measuring stick that determines if we are right for the patient as well as if the patient is right for us.

We focus on people who have been in pain a long time, have been to multiple different healthcare providers to find answers and a solution, are still in pain. Their problem has only got progressively worse.

They have tried almost everything to solve it, be it taking pain killers anti-inflammatory, seeing other healthcare providers, surgery, exercise etc. and their pain is still there, and it is getting worse.

Our clients are usually 26 years and older. The reason for this is that the kinds of old, persistent, chronic, and severe problems that our clients have, take many years of neglect and poor treatments from others to develop.

However, there are teenagers that come in on occasion.

Their problem has gotten so bad that they have stopped doing things they want to do because their pain is so bad it prevents them it. Like basic things like walking, sitting, driving, picking things up etc.

They are sick and tired of this problem and are now committed to getting better. They will now do what it takes to get better. They do not behave like emergency patients we have discussed previously.

### **Our clients have one or several of the following:**

1. Back pain
2. Neck pain
3. Shoulder pain
4. Pinched nerves
5. Ankle pain
6. Knee pain
7. Headaches
8. Carpal tunnel syndrome &/or wrist pain
9. Pins and needles, numbness or burning in the hands and feet
10. Fibromyalgia



They can have one or many of these conditions at once. It does not matter. We help with them all.

There are often people that contact us who have “weird” conditions that aren’t in the list above but are extremely painful.

If you aren’t sure if their problem is something we help with, it is better to ask one of the physiotherapists first then call them back with the answer.

Please tell the patient:

“I am not sure if condition is one, we work on, let me ask the specialist and call you right back.”

Over time, by checking in with us, you will learn what is for us and what is not. We have done a lot of work to only attract our perfect patient. We do not want to waste peoples’ time. Nor our own.

As part of your training, we will teach you the basics about all the pains so that when the patients call, you will immediately be able to recognize them.

We do not work with people who just had surgery. We do not do post surgery rehab. We do however can help them after 6 weeks when they have healed.

We also do not help people who have been diagnosed with cancer and also have pain.

Who have had a spinal cord injury and are paralyzed.

We aren’t well suited to help those with sports injuries. IF however their problem fits in with what we work on, we will absolutely help them.

Just reminding you again, if you aren’t sure if the problem the client has is for us, just ask one of the clinical staff if they are. We want to help you and each other help our clients.

Make sure that while you are talking to the clients prior to the appointment they sound like our idea patient.

Especially the “Committed to getting better” and “do whatever it takes” part.



## Basic psychology of buying

Whenever anyone makes a decision on buying something, be it a TV or coming to see us, they are in one of 4 phases.

They are either:

1. Not even looking to buy
2. Thought about buying but to anything more about it
3. The planning and investigating a purchase
4. Buying

The not even looking phase is when the idea or wanting to solve an issue isn't even in the persons mind. They are not even interested in listening to or looking for a solution. These are not our potential clients and need to be left alone to first decide it is a problem worth addressing. Almost all won't even be looking for us.

They are Like someone who's roof has a whole in it but it hasn't leaked into the kitchen yet.....

If they have thought about it, then they know it is a problem but not something "I need to fix right now". That best describes the second group of people. They might be browsing the various solutions but not going to take any action.

A good example is of this is someone who knows they have a leak in their roof, but it hasn't rained for months, "So why do we t need to find someone to fix it?"

3<sup>rd</sup> group is actively looking for a solution to their problem. Actively researching how to solve the problem, who solves this issue and who is the best at it and looking for someone to fix it.

This will be someone searching on google for roofing companies, looking at the products they offer, how they will fix it, looking at reviews, may have even called a few to ask some questions or made enquires.

4<sup>th</sup> is the person who is about to buy or actively looking to buy the product or service to solve their problem.



They could have done all the research and looked at the reviews and decided who they will buy from.

The wonderful things about all 4 groups of people are that they can move from 1 to 3 and back to 2 at a whim.

They can go from 1<sup>st</sup> not an issue group to researching and buying very quickly. Or from buying to not interested.

People move from one to the other based on their current needs. Some might stay in the research phase for months if not years before they come in. Others might need a week.

If your roof is leaking buckets because the rainy season has begun, then you will immediately start calling around to get the first person, even though 10 minutes before "it wasn't an issue".

We only focus on targeting the 3<sup>rd</sup> and 4<sup>th</sup> group.

With time you will learn how to recognize the right clients who aren't emergency patients to give appointments to.

However, if they aren't ready, they aren't ready. It is best to leave them alone to do some research and check in once a month or once every two months.

As we have realized, if someone does not want to talk to us, we don't force ourselves on them. We do not talk to them. If they do not want to talk to us, we do not talk to them.

As terrible as this may sound, some people need to be left to suffer some more. Be left for their problem to worsen so that they can come back committed to getting better and fix their issue, rather than do just enough to feel better.

Just enough to feel better is like putting rotting food, that is in the fridge, in a plastic bag, and placing it back in the fridge. It just ends up worse off in the long run.

Give them time for the rot spread so that they are ready to fix rather than feel better.

We do not offer a "feel better" service. We fix problems permanently here. We will never help someone feel better for now just so their problem can get progressive worse.

Think from now on, wanting to feel better means putting rotting food in a bag back in the fridge, instead of throwing it out. Doing so will just slow down how fast everything will rot in the fridge.

We fix, throw out the rotting food and clean the fridge type, not put it in a bag until later type of practice.



Clients who only ask for to feel better, just tell them “No we do not do that. We fix problems. Just feeling better is like putting a bucket under a leaking roof, it just stops water from messing on the floor, it does nothing to fix the issue. We only fix problems here.”





## Standard pathway of patients in the practice

We have been in business for a long time. Over that long time, we have learnt that the best thing for us and the patients is to focus only on permanently fixing patients problems.

It is not to help those who only want temporary relief.

Like those who we label as emergency patients.

We have found when we focus letting emergency patients dictate to us what they think is best for them. We give away our valuable treatment time to time wasters. People who are so frantic to alleviate the anxiety their problem is causing them that they would make appointments with us and then go somewhere else and not tell us.

Taking up valuable time from people who are looking for a permanent solution.

That is why we have never managed pain, nor have we given short term relief. We only implement plans to fix problems permanently.

As when we managed problems, it will lead to clients not showing, clients not staying long enough to fix their problem and clients being extremely upset with us because we didn't fix their issue.

As they had the expectation that coming in once was enough to fix a complicated problem that is decades in the making. Not fulfilling that expectation ruins their view of us. Even though that is their fault it they blame us. This ruins our reputation and affects us.

If you have ever had a burst pipe in your home, you know that when the plumber starts looking at the problem, he finds so many more issues that the main problem caused, that cause the "Main problem", that all have been getting worse over the years of not dealing with them.

That is why we will only fix problems; we will not give temporary relief. If they only want temporary relief, it is best they get it somewhere else or suffer more until they are ready to commit to a plan to get better.

As our clients' problems are always complex, we have developed an extremely effective protocol of how the clients come in, stay then go in the practice.

**First, all clients must first come in for an evaluation.**



The clients will contact us in several ways, call us directly, send WhatsApp's messages, email, contact us through our website or contact us on social media. You will then do the sales call to book them an evaluation.

People who call us directly or contact us through our website are expecting us to call them and book their appointment with us, so for those we follow the script that you will soon learn about.

The others will require from you a bit more qualifying before you can initiate the sales call and follow the script to book them the evaluation.

The evaluation session gives us the opportunity to look at and listen to the client so that we can have a comprehensive understanding of the problem.

That comprehensive understanding of all the clients' problems will allow us to develop a plan to address all their issues.

Not just the one they are currently complaining of.

As often the one they are currently complaining of is likely a sign of a much larger issue or issues.

If we only try and alleviate one, the others will cause more problems and often cause the return of the original issue.

There will be no treatment, relief or advice given during this time.

The client will receive an answer for their cause of their problems, an explanation of how this all happened and then a detailed plan of everything that needs to be done to address it.

How many sessions, how long each session, over a specific timeframe.

With that information the client can then decide if they want to move forward with our plan or do something else.

How plan usually entails one session a week. Each session is almost a hour long. The plans vary in length from 10 to 15 weeks.

Length of time is determined by how many problems there are and how hard they are to fix it.

In some causes we do offer to clients an accelerated plan, where there are multiple sessions per week.



These are offered to clients who come from very far. They stay for several days and do one or 2 sessions a day for several days.

Another option is available to clients who want to recover faster is our accelerated plan. That is 2 sessions per week. The physiotherapist will determine if this option is in the best interests of the patient. Usually, it is only offered to less complicated conditions or for people who travel far to come see us.

Those we usually arrange multiple sessions over a few day period. Sometimes twice a day.

During the treatment plan the clients come in and the physiotherapists work on a one or a few problems at a time in a specific sequence. Starting with the main issue causing all others then on the consequences of having the problem so long.

At the end of the plan the clients leave and are unlikely to ever return with the same issue.

If we have 5 clients, per physiotherapist return over the course of a year, we will consider that many clients.

By focusing on the approach of educating the client on the importance of permanent resolution first, not relief, we fix more people, faster and that further builds our reputation of excellence.

Doing all this has the effect of filling our slots with all high-quality clients who want our help, who we want to work with and who want to work with us. It builds the business rather than destroy it.

Just to repeat the process for you.

Client is told we only offer permanent fixes not short-term relief, which means our plans are longer but far more effective.

Clients come in for an evaluation where we examine them, determine, and explain all their problems to them, what needs to be done about it, how long that will take and how much it will cost.

Client then decides if they want that or not.

IF they do, the clients entire treatment plan is booked, not one or a few appointments.



If they decide not to, they can be given free advice books and information on their problem, but only if they want it.

We may also choose to follow them up over time to see if they decide to come later.

Clients are helped throughout the process to ensure they stick with the plan and complete their plan and receive the outcome we offered to them.

They leave happy and with a permanent solution to their problems.





## Protocol for direct message contacts

A large portion of the clients we see will contact us directly. Asking for more information, greeting us or telling us they have a specific problem.

With these kinds of clients there is a simple but very effective way that you will handle these kinds that have a high success rate of turning from lukewarm prospect to a booked and motivated client.

### **Here it is:**

Regardless of what the client asks or tells you, respond with:

“Hello, this is (your name)

Can you tell me about your problem?”

Then wait for them to respond.

When they respond, they are most likely going to tell you enough about their problem to know if we can help them or not.

When they do respond with :

“This sounds like the problems we see all the time, but we must make sure.  
The best way to make sure is by asking you more questions on the phone.  
Can I have your number that I can call you on?”

Simple, short and effective.

The client should give you their number and you will then start the sales call as soon as you can.

Make sure to tell the client:

“Thank you.

We are going to be calling you as soon as we can. Please look out for our call.”



That should be it.

If the client doesn't tell you enough, as some don't. Please ask and encourage them to give more details like this.

"From what you have told me, I do not have enough information from you to know if I can help you. Please tell me more about your problem so that I can help you."

That should be enough.

If the client doesn't respond over several days, you are welcome to send another reminder message or a follow up.

Thereafter, if still no response, allow the patient to return back to us.

We cannot help people who do not see getting help from us as a priority.



## Basic call Etiquette

Our potential clients and our clients who are on a treatment plan are very important to us. We must treat them well throughout their program with us.

As you will be the first person to contact the client, you will be making the first impression. They will learn a lot about who we are just from the way you interact with the clients on the phone.

First, call everyone with a happy excited smile that can be heard in your voice. I want you to be genuinely happy to be talking to them. As you are the one who gets to help them get their lives back from pain. You are bringing them a wonderful opportunity.

Be happy and excited for it and about it.

If you had a less than ideal call, that was frustrating, which made you feel despondent. Don't allow that interaction with the previous client spill over into the current one.

They did nothing to deserve the spill over frustration from a previous call.

It is better for you to take a few minutes time out then come back and succeed with the next client.

Make sure that when you phone the client, stay on the call, and let it ring until it goes to voicemail. Do not leave a voicemail, ever. Rather call them back in a after an hour or two. If you are unable to get hold of them by the second call, then send the client a WhatsApp and propose a time to call them back.

Write this "Hello, this is Jason from The pain center. I tried to call you to help you about your (problem) but I didn't get through. Will you be available at (set time) later today?"

Even if you do not hear back from them, call them at that time.

If you still can't get a hold of the client, nor do they respond to any message you have sent them, do this. If after one more attempt to call the next day or two, you still do not get hold of them, rather send them this WhatsApp message, and allow them to get back to us. "We tried calling a few times but we couldn't get a hold of you. When you are ready, please call us back."

Second, do not interrupt the client when they are talking.

There is very little more annoying and frustrating than someone who interrupts you when you are talking.



This tells the other person that you aren't listening and by extension, you aren't interested in anything that they are telling you. Interrupting a client when they are trying to tell you very important information is the fastest way to lose them.

Do not do it. You must practice not jumping when the client pauses for a instant with the your next sentence.

Wait until the client is finished talking, then wait a few seconds more then ask your next question or statement.

Often people stop talking, not because they are done, but to think about what they want to say next.

Doing this will build a relationship with the client where they feel heard. That you listened to me. That what I have to say matters.

Listen, do not interrupt the client.



## Use empathetic statements

There is no better way to make the person feel heard than to show them that you understand what they are telling you.

Empathetic statements are exactly how you show the other person that you understand what they feel and said.

Empathy in this context is not about putting yourself in their shoes to try and understand them, but rather you are checking with the client that what you understood what is what they meant by what they said.

It is the best tool to ensure that the client feels heard and that you fully understand what the client is trying to tell you.

The way you do it is by summarizing what you understood from what the client has said and repeat that back to them so they can check that what you heard is what they meant. The summary always starts with "It sounds like...."

For example, if the client said "I have been in pain for so long now, I can't climb stairs, go to the spar or anything if I need to be on my feet. It is frustrating and making me feel useless."

How you would respond to this is "It sounds like you feel really frustrated that your pain is making it hard to climb stairs or walk in the spar. That is making you feel useless."

Then wait for the client to examine what you have said and respond with their corrections.

If they respond with "Yes, that is exactly right." You hit the nail on the head and done a great job at understanding what they client has told you.

If however they respond with a correction like "No, I already feel useless, that why I am afraid to climb stairs or go to spar. I terrified I'll fall and won't get up. If it does that in spar, I will be so embarrassed."

See, the client will correct your understanding of what you said. You can then confirm by doing the same thing.



“It sounds like you already feel useless. The fear of falling is why you don’t climb stairs or go to spar.”

When you are first practicing this, try to think hard about what the client is trying to express to you, then reflect it back, rather than trying to interpret their lives through your eyes.

Do this after every question you ask them, to confirm that you understand what they have said and that they know you have heard and understood them.



## Never leave voicemails

When you call a client, always let the phone ring until it goes to voicemail. Do not cut off the call until it has reached their version of voicemail.

IF we don't do this, we might completely miss the person because we didn't allow it to ring long enough.

If you do go to voicemail, do not leave a message. Just end the call and try again later.

IF you have tried to call the client twice without getting through, then send them a WhatsApp with the following message.

"Hello. This is (Your name) from the pain center centurion. We tried to call you earlier today, but we didn't get through. Can we call you at (either later that afternoon or tomorrow) (example 2pm this afternoon)?"

IF the client responds to the WhatsApp message and agrees to the time, call them back at that time. IF they offer a more suitable time, try to accommodate them.

IF after 4 call attempts over several days, and 2 WhatsApp messages, you still are unable to get a hold of the client or they haven't responded to any of the messages, then it is best to let the client come back to us. We cannot do all the work to get them in and they are not even willing to put in the effort to respond to us or call us back.

Respond with this "We tried to call you and WhatsApp you several times you help you with your (problem they contacted us for). We haven't heard anything back from you. When you ready to come see us, call or WhatsApp us on this number."

You cannot force anyone to do anything they do not want to do. If they do not show us, they want to get help by responding to us and calling us back, we cannot help them. It is best that they are left until they are ready.



## Rude and belligerent clients

This is a rare event but can happen. We want you to know how to deal with it.

IF any person, who you call is rude, belligerent, or wants us to conform to them and demand we do things their way and trying to make us do so in an aggressive manner.

If you have done nothing to provoke them, then their behaviour is completely unacceptable and neither you nor will I allow them to treat you or anyone on in the practice like that.

Warn them once, that they are behaving this way. Set a boundary.

Tell them what they are doing. Tell them to stop doing it or you will end the call with them.

An example of setting a boundary would be "You are shouting at me and being very rude to me. Stop doing that now. IF you do it again, I will put the phone down on you."

If they do it again, even if the very next sentence is the same behaviour, just put the phone down on them and ignore their calls. We do not have time for or tolerant that kind of behaviour from any client.

We will not allow clients like that in our practice. Neither should you.



## Screen those who contact us

One of the purposes of the call is to find out about the client's problem so we can make sure we can help them.

Another is to make sure that they are the right client for us. And that they will show up to their appointment.

As you talk with the client and try to find out their problem it is important to keep alert for the signs of an emergency patient.

Emergency patients, as you have learnt, are time wasters. They do not make good clients as they are very anxious and impatient. They want to get their problem fixed now. If we cannot help them now, they will go somewhere else. Or worse for us, they book an appointment with us, just to go to someone else who was sooner and not cancel with us.

Stealing and wasting a slot that we could have used for someone else.

This is kind of behaviour we cannot allow in our business. By extension, if you work for us, you must never allow it either.

The script is designed as a screening tool as much as it is a sales tool to find out what the problem is, how we can help them, how we have helped people like them in the past as well as determine how committed and ready they are to get better.

That is why you must follow the script exactly. Do not deviate from it.

Deviating from will lead to bad clients coming in to the practice or not even showing up at all. Both are equally terrible outcomes.



## The criteria that determine if they will be a good client

Having done this for a long time we have determined what criteria, that a potential client exhibits, will determine if they will be a good client on the sales call. IF they do not have all of these, it is better for us and the client not to book any appointments with us. We will just waste each other's time.

### **1. They have the kinds of problems we fix**

There is no point in booking patients who have the kinds of issues we cannot help with. You wouldn't call a electrician to fix a blocked toilet?

Those problems being:

1. Back pain
2. Neck pain
3. Shoulder pain
4. Pinched nerves
5. Ankle pain
6. Knee pain
7. Headaches
8. Carpal tunnel syndrome &/or wrist pain
9. Pins and needles, numbness or burning in the hands and feet
10. Fibromyalgia

### **2. They have read the reviews and or watched testimonials.**

This shows us that they have taken the time to do their research on us. Determine why we are better than the competition. They have come up with their own reason why they prefer us over others.

There could be a review that stood out to them that made them feel like "This person sounds exactly like me and what I am going through."

That is very powerful motivating factor to come see us for people.

It would be ideal for them to have read the reviews and watched the video testimonials, however Having done one is enough.



### **3. They have a well thought out reason for choosing us**

This is a sign that the client has done their research on us. Have looked through our website and determined for themselves that we are the best and want to come us use.

When asked why they choose us, they would respond with a well thought out reason like “ you have all 5 star reviews and the ones that I have read sound like they went through what I am going through.”

“The video testimonial I watched was like I was watching myself. I know you can help me if you can help them.”

“I read your eBooks and emails. I know you are the right person as you share all this information freely and it shows that you really know your stuff.”

Any reason that shows it was well thought out.

Things like you were top of this list on google, or nearby is nice, but without them telling us that they have done a little more research, they unlikely to meet the standard.

We want them to show that they have done a little bit of work to determine for themselves why they think we are the best choice for them.

The type of clients who for fill these criteria are a joy to work with and show up for their appointments.

### **4. They have transport to come see us**

I know this may sound like a simple thing, but we have learnt that it is a serious problem for a lot of our potential clients.

They travel by public transport to us. The public transport is unreliable and slow. They are unlikely to arrive on time to their evaluation appointment.

Often what some clients do is they use their lack of transport as a soft no response. Rather than telling us no they do not want an appointment, they would rather say “I do not have transport”. We call it a soft no.

This is a sign of a low-quality client that isn't motivated to come see us. We would be wasting an appointment if we give one to them.



Taking a taxi or a bus to us, will likely make them late. If they are later than 10 minutes to their evaluation, we won't help them, but rather rebook their appointment.

IF they do not have reliable transport to bring them on time to us, we do not give them an appointment but rather give them time to find transport. When they have, they can call us back.

If they say they have transport, just as them what it is to make sure it will be reliable and arrive on time.



## DO NOT give any advice

There will be new prospects that call and contact us for getting from us advice on the phone.

You must not give them any advice. We do not give people advice over the phone. We do not know anything about their problems, and to do so would be very irresponsible.

We instead encourage them to come in for an evaluation.

When they contact us directly, be it email, WhatsApp or other asking for advice, you should always start the conversation by asking them "Please tell us about your problem."

That way you change the purpose of the conversation from them wanting to get free advice for short term relief for their problem, to let us see how we can permanently help your issue.

Then follow the protocol for direct contacts.

If you try to do it this way but they push and insist on wanting advice, either on the sales call or while you trying to convert them to a sales call, then they must be handles in the following way.

Tell them: "We do not give anyone advice on the phone without seeing them first. If you would like our help, you will need to come in for an evaluation."

That will usually communicate to them that we are indeed serious, and they will unlikely be pushed further.

If they do, then just inform them that "We cannot help you unless you want to come in. When you do want to come in, please contact us again."

Then end the call.

Do not follow up with the clients, allow them to return to us.



## The script

This is the script of how the sales call must be done.

It must be carried out exactly like this. In this order of questions and comments. Deviation from this will lead to it being ineffective. It will also lead to your career with us being very short.

If you have suggestions, rather bring them to us before you try them.

**The most important part of all of this is asking for the sale or business at the end of the call. If you do not ask, you won't get it.**

Let us have a look at it:

Hello! This Is (Your name) from Pain Centre. You contacted us to help you with your "Problem."

Can you tell me a little more about your problem?

(Once the client is finished Respond with "We see this kind of problem all the time. We even had a person come in recently with that same problem ". if it is a problem we work with.)

What do you struggle to do because of this pain?

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Respond with "It sounds like this pain is really affecting your life."

(WE recently had a client come in with a similar problem. Tell them the success story related to their pain type.)

What are you worried is going to happen if this problem keeps getting worse?





Examples of the Main worries that people have:

- Not knowing what is wrong.
- It is taking away my independence.
- I am too reliant on pain killers/ want to stop taking pain killers.
- I want to avoid surgery.

Where do you stay?

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Response: That is not too far. We have people coming all the way from Botswana and Swaziland to come see us in Centurion.

Do you have transport to come see us?

YES/ NO

(IF no, it is better to instruct the client to find reliable transport first. "I think its better for you to find reliable transport to come see us as helping you will mean coming to us every week. When you have reliable transport, please call us back".

No need for further following up.)

What have you tried to fix your pain?

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Have you read the reviews or watched a video testimonial?

(if yes)

Which one?

(If they haven't read any of the reviews or testimonials, the client doesn't know enough about us nor do any connection with us at all. These kinds of clients are the most likely not to show.

It is better to send them our reviews and testimonial email so they can learn more about us.)





Tell the client this. "It sounds like you don't know enough about us to know if we are right for you. You may need time to do more research. Can I send you an email telling you about us and showing you some reviews and testimonials?"

If they answer yes, then they are still worth our time. If not, they are not ready, and it is best to leave them be.

Why did you choose us?

\_\_\_\_\_ -  
(It should just be a sound reason that shows they have looked through our website and done their research on us. Then choose us. They will have a reason as to why they think we are right for them, not just because we are top of the list on google.)

Summarize and repeat back what the prospect has said about their problem, how it affects their life and what they have tried that has not worked. Then say "There is a lot going on with your problem is not going to way over night."

At The pain center we see "problem" all the time. The way we work here is to permanently address all the problems so that you "Main concern" doesn't happen.

(Example We see back pain all the time. The way we work here is to permanently address the back pain so that you never need to go for surgery.

Jason does a preliminary evaluation so that he can find out exactly what is causing your problem, this costs R 550. You can pay in by card or cash. After the evaluation he will tell you what is wrong, what the plan is to fix it, how long it will take and how much it will cost. As we cannot fix such an old problem in one session. Then you can decide if you are in for the plan or out.

Do you want to come in for an evaluation?

- YES
- NO

If yes

(Offer two dates in the next few days, If the prospect suggests a day offer two time slots that they can from)

Date of Free evaluation

\_\_\_\_\_





Great! Your evaluation has been booked. You will receive an SMS reminder that has the location as well as a link to a form we need you to fill in online. You can do it on your phone. Like a lot of specialists, we ask you to pay upfront and we will give you an invoice to claim back your treatment from your medical aid.

We will also be sending you an email of what you can expect and bring. Please do bring any scans or X rays you have on your problem.

We look forward to helping you.





## Patient specific success stories

As you have seen in the script there are specific success stories that we tell our prospective client.

These stories are all from real previous patients who have come to see us. They are all true and their purpose is to show the prospective client, who may be very sceptical of our ability to help them, that we have helped many people just like them in the past.

This is but one example of hundreds we have helped.

You will need to memorise these success stories, so when they it comes time so say them, it comes through naturally.

### **Back pain**

We recently had a 84 year old gentleman finish his treatment with us that had severe bad pain. It was so bad that he couldn't walk on uneven ground, or he might fall. It was so bad he could stand up long enough to do woodwork in the garage. Something he loves to do. After the first session, we walked on the grass outside. he was moving so fast Jason had to slow him down.

By the end he could work in his workshop for hours and even take evening walks with his wife.

He told us that coming to us was the best thing he ever did.

### **Neck**

WE recently had a client in with severe neck pain that caused pain down her arm. There were nerves being pinched in her neck. She couldn't drive far or the pain would become too bad, things kept falling out her hands. It was so severe that not even the pills worked any more.

She told us that the weekend before starting with us, she was in hospital with this pain and a surgeon said that only an operation would help.

By the end of her treatment program she could drive as far as she liked, pain free, nothing would fall out of her hands and off all the pain killers.

She was so grateful to us that we helped prevent her from having a dangerous surgery.



## **Headaches**

We recently had someone finish their treatment with us for headaches.

Her headaches were so bad she refused to leave the house because she was terrified, she would be in so much pain that she would be stuck in a mall without help.

It was that bad for her.

You should see her now. She is even dragging her husband clothes shopping with her. Poor guy.... sits there the whole day telling his wife how beautiful she looks in the new clothes.

## **Fibromyalgia**

We recently had a lady come in with Fibromyalgia. She has been to so many Doctors who just gave her more pills, none of them helped. She was in so much pain she could not play with or care for her 3 years old daughter.

Her pain was so bad that she would rather stay in bed. She felt like she was abandoning her child. She felt like an awful mother.

After finishing our treatment plan, she is completely off all her painkillers, playing and raising her daughter as she never had fibromyalgia. We feel we helped give her life back.

## **Knee**

We recently had an older gentleman come in with knee pain. He tried pain killers and anti-inflammatories for age, but nothing worked. His knees were constantly sore. He was struggling to climb stairs or walk far. The pain was so bad he couldn't go with his wife shopping.

After finishing our treatment plan, he no longer takes any pills. Can walk and climb stairs throughout the mall with his wife. Hi wife is now the one who wants to go home first.

## **Carpal tunnel**

We recently had a lady come into the practice with carpal tunnel too. She suffered for years. Tried everything, Braces, pills, even online exercise programs. It was just getting progressively worse. Her hands got so weak she couldn't pick up a cup of coffee and drink it without dropping it. She ended up using her other hand instead.

After finishing our treatment plan, the numbness is gone, the burning in her hand, gone. She can even drink out of a Giant mug without fear of it falling out her hands.



## **Shoulder**

We recently had an older lady come in with a shoulder problem that sounded just like yours. She had been suffering for years and it just got worse. She could barely use her arm by the time she came to us. She struggled to wash her hair, put on her clothes, or even wash the dishes. Worst of all she was terrified she was going to be forced to have surgery. After completing our treatment plan, she hasn't struggled to do any of that ever since. Never needed to have surgery either.

## **Ankle**

Recently a gentleman came in to see us for his ankle. He was getting married soon and his main problem was that his ankle was extremely sore every time he went to dancing. You see they were practicing for their first dance at their wedding. the pressure to make sure he could dance at his wedding was put on us. About a month after he finished his treatment plan, he danced at his wedding with his, now wife, for hours without any issues.

One of the wonderful things about being in business as long as we have, and having a litany of success stories is that we do not have to mislead or lie. They are all true and there are many more exactly like these. These are just the ones we have chosen to use.



## Handling objections

An objection is any reason or concern that the person has that is preventing them from saying yes.

These concerns must be addressed before they are able to say yes.

From now on, whenever you hear someone give an excuse or reason why they don't want to come in or book an appointment, you must recognize that they have a concern that has not been addressed.

It can be a concern about the cost, will we help them, can we guarantee their recovery and so on.

The way we address these concerns is by recognizing them as objections and concerns that need to be addressed, then addressing them. Some may have many concerns. Start by addressing the most important one to them, then to do the next.

Look at this table below to see the most common objections, what they mean and how to address them.

<b>Objection</b>	<b>What the client says</b>	<b>How to effectively respond</b>	<b>What The client means by their objection</b>
<b>Distance</b>	"Your clinic is just too far from me."	People come all the way from Botswana and Swaziland to come and see us. So where you stay it is not that far.	The client does not know if traveling to see us will be worth while
<b>Medical Aid</b>	"Do you take medial aid? Or Do you claim from medical aid? OR Do you work with medical aid?"	(First contact with client) Can you tell me more about your problem? (It is better to ask about their problem than to tell them no	They want to come in but want to know if we take medical aid.



	(If it is a new client who asks this question first, ignore it as we do not know if we can even help them.)	<p>as it ends the sales call)          (There after as you about to tell them how much it costs)          “Like going to any other specialist, you will pay for the evaluation with either cash or card and you will then claim that back from your medical aid”.</p> <p>(After evaluation)          We don't work with them because when it comes to your health and getting your life back from pain the only person who can be trusted to do what's best for you is you.          Not the medical aids</p>	
<b>Transport</b>	<p>“I don’t have transport to come”          “I need to organize transport.”</p>	<p>“No problem. When you have transport and want to come sees us, call us back to book an appointment.”</p>	<p>This is a soft no, they are telling us they aren’t yet ready to come in. or motivated to come in. It is best to let them come back to us when they are ready.</p>
<b>Money</b>	<p>I cannot afford it          OR</p>	<p>First contact/ sales call</p>	<p>This is not important enough</p>



	<p>I haven't got the money</p>	<p>(It is your job to tell the person Why coming to us is worth spending their hard-earned money. We have healed hundreds. Just follow the script, it works effectively in explaining that to them)          (if that doesn't work say this at the end) ”          “It sounds like you aren't ready to see us. Not sure if we are worth your hard-earned money. Would you like to learn more about us, read some reviews and watch some of the testimonial videos on our website and decide for yourself why it's worth it?”          If yes send them those emails          (After the evaluation)          Save your money over the next couple months and then when you have enough to start call us and book an</p>	<p>for me to spend the money on it</p> <p>OR</p> <p>I legitimately do not have the money right now.</p> <p>People have money for booze, cigarettes and holidays. They have money for their health. All you need to do is tell them why spending it with us is worth it to them.</p>
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		<p>appointment let us know.</p> <p>Can I send you our advice eBook via email that could help you in the meantime?</p>	
<b>Speaking to a 3<sup>rd</sup> party</b>	<p>“Let me speak to my Husband/Mom/Father/Brother etc and get back to you</p>	<p>What do you need to speak to them about?</p> <p>(Asking this question will reveal the true objection so you can address it from others here)</p> <p>What if they say no?</p>	<p>There is an objection that the person doesn't want to/feels too uncomfortable to ask us. We need to ask and find out so that we can address it.</p> <p>Asking if they say no, will help them think of who is in control of making the decision and if they want what is best they will let them come.</p>
<b>Guarantee</b>	<p>“Can you give me a GUARANTEE that this will work?”</p>	<p>“No, we cannot because it is not just up to us. If you do not do your part and commit to getting better, this will not work”</p>	<p>I want to make sure you can help me and its worthwhile to come to you.</p>
<b>Speed of recovery</b>	<p>“ I am still in pain.” Or</p>	<p>Your problem is old with many other</p>	<p>They expected that their problem</p>

	<p>"I still have the same pain" OR "why is the pain not completely gone?" Or " we have done X sessions and I sill have pain".</p>	<p>problems along with it. It took a long time to get this bad. It is going to take a lot of work and time address all the issues having your problem this long has caused."</p>	<p>would be gone immediately. They have an expectation that they would be much better faster than this</p>
<p><b>Limiting the number of sessions</b></p>	<p>"I can only come for X number of treatments" Or "I can only afford X number of treatments"</p>	<p>"We cannot help you if you do not give us enough time to help you. You will just end up worse off. So we won't do that as it is not right for you." For legitimate money objection "why don't you take a few months and save to come and see us.</p>	<p>Legitimate money objection or Trying to negotiate the length of plan.</p>
<p><b>Discount</b></p>	<p>"Can I pay you X instead of ....." OR "Can I get a discount because ....." OR "What kind of discount do you give?"</p>	<p>"If you pay in full for the entire plan you, we will give you (Whatever the amount is) off the total".  (If they ask for more) "No, we do not give further discounts.</p>	<p>They are trying their luck to get it for a cheaper price. Don't take it personal.</p>

		But we could do it for more?"	
<b>Perceived High cost of care</b>	"You are too expensive" Or "it costs too much"	How much have you spent in the last few years on trying to fix this problem and it has just gotten worse? (Wait for a response) So X sessions costing X per month to properly address a problem isn't that much is it?	I do not understand why it is worth the cost
<b>Another provider is cheaper</b>	"But my ..... Only costs X much" OR "Other X charge less"	"We work to fix problems permanently, as hard as those other people tried, they just couldn't fix it. We can and have done it many times. The reviews say it all. That is what you are paying for. OR "With all the things we plan on giving you for free to ensure you succeed, I think we should rather charge people more a lot more.	I do not know why you cost more than the same physio down the road





<p><b>Patient disrupts the treatment plan and wants to book per session</b></p>	<p>“I want to book only one session at a time”.          “I am busy with.... Can I not come back in a few ..... and start again”</p>	<p>“The plan is the way it is for a reason. This is the most effective way we have come up with to do it. Breaking it up like you want will ruin the plan.”          As we are also always full, so we book everything ahead of time so that you get the appointment day and time you want. Instead of it being given to someone else”          (Shows fully booked calendar)</p>	<p>I don't know why things are planned the way they are</p>
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IF during your calls and time with clients, an objection comes up that doesn't fit within any of these, please tell us so that we can help you come up with the best way to handle it. We will also add that to the list so help more people get the help they need.





## How to offer appointment slots

Our lives today are filled with so many options and choices that we need to make. Having to make a decision amongst so many options is anxiety inducing. If you have ever had to pick a bottle of wine for someone and gone to the bottle store and seen the myriad of options, you know exactly what that feels like.

As our clients have so many choices to make, we want to make our clients journey with us easier. If you offer them too many options, they will get anxious and will likely be unable to choose anything, maybe even decide that this is too difficult and rather go somewhere else. This is not what we want.

When you offer the client appointments, give them only two options.

IF they have a preference for a particular time or day, offer them two options that meet their preference.

If the clients decline those two options by offers a counter time, try to accommodate that as best you can.

This advice also goes for when you book their treatment plan, with one addition. We prefer that they come in on the same day at the same time every week. Try to arrange it this way.

Offer less options not more. It will make it easier for them to decide.



## Filling in the patient information form

After every booked appointment, there will be a form that you must fill in and sent to the physiotherapist who will be seeing that client.

It will be the answers to all the questions you asked in short format.

Most sections are boxes that you must check to indicate which issue.

There is purposely very little space for writing. You must get to the point and do so concisely.

Please see the attached document and example of how to fill it out.

This must be completed and sent immediately to the physiotherapist. It must not be left until the end of the day as you will likely forget things that are vital for the physiotherapist.

Complete the whole sales call process, from calling the client, asking them the scripted questions, to booking their appointment and ending off with filling in the Patient information form (PIF) and emailing it to the respective physiotherapist.

All this must be done before you move onto the next person.

The form is kept short so that is easy and fast to complete. I do not like your and our valuable time wasted with useless admin.



## Being selfish with our slots

We only want to work with people who are truly committed to getting better. Who show with the words they speak and with their actions that they want to come in and get help from us.

Our available appointment slots are limited and valuable. We only want to give them to clients who are committed to getting better. For us, it is better to have a slot kept empty rather than to fill it with someone who is unlikely to show up or commit to getting better.

Too much of our time has been taken by people who are not ready to do what it takes to get better. They just want a short-term relief. Even if that relief is from the stress of having the problem.

They are not ready, haven't suffered enough to want to get their problem fixed.

So, when you are speaking to the clients, listen carefully to what they say and how they behave.

If they sound uninterested, not answering calls or responding to messages. The client is giving you a soft no. That they are not interested. It is better to leave those clients to our marketing systems and reviews and rather focus our time on people who are motivated to get better.

For us, we will help anyone from any background, any race or religion.

We do not care where they come from or what they believe.

All we want from them is to show us that they are committed to getting better.

They show us by doing the following:

1. Answer our calls and respond to our messages
2. Done their own research on us by looking through our website, reading some reviews and watching some testimonials.
3. Have decided for themselves why we are right for them, being first on the list is nice but a powerful enough reason.



4. Have the transport and ability to come see us
5. Have a problem we can help with
6. Show us through their words and actions they want to come see us

When you are calling and speaking to the clients, if they do not sound ready, they sound unsure or non-committal. Do your best to address their concerns and objections.

If after that they still seem unsure, it's better to not give them an appointment, to rather give them our free ebooks and reviews and testimonials email, so that they have time to do their research and decide for themselves if we are right for them.

These slots are very valuable. Give it to high quality clients who are committed to getting better. Rather than those who are unsure, or not yet ready to commit.



## What to do if they aren't ready

If after all the work you put in to listen, empathise with the client, show that you genuinely want to help them and are the right person for them, they still are not ready to commit.

You have handled all their objections, but they still do not want to come in for the evaluation?

There is very little you can do, nor do I want you to force the client into the practice. They must choose us and choose to come in.

Likely they are still in the research phase of the buying process and need time to learn about us and to suffer a bit more.

Suffer so that they realise that their problem is something that must be taken seriously and do something about it.

This will take time.

What we can offer them however is our excellent advice ebooks and educational emails. IF they do not know why we are fantastic we can send them an email on that very thing.

These ebooks have everything they need to understand the basics about their problem, the current research on the effectiveness, or rather the ineffectiveness of the standard treatment, as well as research to dispel the common misconceptions about their problem.

There is also a section dedicated to giving them high quality advice that works to make them feel better.

For a small number of clients, it may just be enough to eliminate their issue but for most it will just help in the short term for relief but will not fix any issue they have.

The kinds of problems our client have is complicated, been around a long time and only have gotten progressively worse over the years that they have had them.

They will not be healed by these ebooks.

The educational emails that follow them will help the client understand everything about their pain including the effectiveness of common surgical and drug treatments.

They are designed to help educate the client and to motivate them to get help. Even if they get help from someone else.



All you need to do is ask if they would like to receive it. Do not put them on if they do not want it.

When choosing who should go on the email marketing, be selective. Do not make more work for yourself for those clients who aren't right for us.

To make it easier for you these are the two we want you to put on. First ask if they would like them before placing them on it

1. People who did not commit to a treatment plan after an evaluation
2. People still doing research on their problem / the right doctor for them

If the person does not fit in with these two criteria but you feel they would benefit from it, ask them and put them on.

They are free resources we made specifically to help people learn about their problem and what to do at home about it.

Use them to help those people who need it

If they do not know enough about us to make the right decision, we also have a resource you can offer to them that tells them all about the practice. It has some reviews, some testimonials and some important information that will help them decide for themselves. Again, ask if they would like to receive it. Only send it if they say yes.



## When to follow up

If the client does not meet the three criteria for us to give them an appointment, there is no need to follow up.

It is better for the client to instead to ask if they would rather like to receive the ebooks we have available or the testimonial package that informs the client about us and why so many choose us.

IF they do not want those resources, just leave the client alone. It is better for the client to do their own research, suffer from their condition more and return to us when they are ready.

They will return to us eventually, when they do, we will know that they are ready to commit to getting better and want to work with us.

If the client fulfils all the criteria for that is require in order to receive an appointment, but because of current life circumstances the client is unable to come in for appointment, then you may follow up and try 2 more times to get the client in.

I suggest waiting a week each time before calling again.

If after the 3<sup>rd</sup> follow-up attempt, there is no success, it is better the client return to us when they are ready.

Just tell the client to "Contact us when they are ready to come in."

You may offer to provide them with our ebooks and email education program.

IF they do not want it do not send it.

Remember unless the client wants to talk and engage with us, receive our content we do not talk to or force our content on them.

They must choose to receive it.

You may, using your discretion to follow up with a client who doesn't necessary fall into the above category.

Be it that they have a very severe form of their condition. You feel empathy and compassion for them. They are afraid to come in.



Whatever it may be. You can choose to follow them up.

No more than 3 times may you follow them up.

IF they show us If they want us to do all the work and show us that they want us to do everything for them and do nothing to help themselves, we cannot help them. They must also work and show us commitment to their recovery.

We cannot help those who do not want to help themselves.

It is better for those people to suffer with their problem until they are ready to do whatever it takes to get better, including calling us back, responding to our messages and doing the work to get slot and showing up for their appointment.