

profits & bonfire

5 WAYS

to turn the
flames of sales
anxiety into a
profits bonfire!

5

1. Don't focus on the sale! Suggest that your staff educate their patients instead of upsell them. This approach is far less intimidating and creates a quiet, trustworthy confidence that will often persuade a sale without even asking for it.
2. Make sure everyone, including front desk staff, are experts on your products and services. Better yet, have them experience them first-hand. Doing this will give your team knowledge to make proper recommendations for follow-up care and additional treatments.
3. Participate in sales-specific workshops or webinars as a group. This will ensure that everyone is delivering the same message via the same method, reinforcing your brand consistency and team unity.
4. Brainstorm! Utilize the resources you already have by learning from each other. Have your staff each lead a discussion on their favourite upselling techniques.
5. Role play! Act out sales opportunities by taking turns in the roles of patient vs. clinician. This will allow your team to perfect closing methods in various sales situations.