

Slide 1

How to (not)
Sell in the
Exam Room

► Dr. Kurt Steele
► Newport, IN
► 423-608-5248
► doc2316@gmail.com
► www.legthivisionplc.com



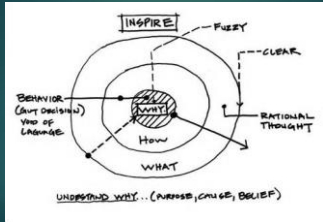
Slide 2

Where I got this stuff

- Start with Why-Simon Sinek
- Influence-Robert Cialdini
- Question Based Selling-Thomas Freese

Slide 3

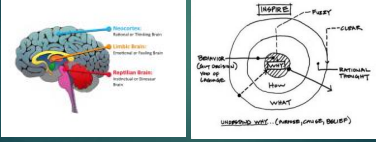
Start With Why



Slide 4

There is actually biology behind this

Neocortex outside Limbic inside Gotta get to the inside circle

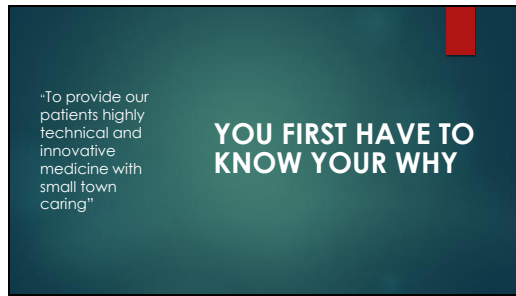


The slide contains two diagrams. The left diagram is a sagittal cross-section of the human brain with labels: 'Neocortex' (outer layer), 'Limbic System' (inner structures), and 'Hypothalamus' (base of the brain). The right diagram is a circular diagram with concentric circles and labels: 'IMPLICIT' (outermost), 'EXPLICIT' (middle), 'RATIONAL/THINKING' (innermost), and 'HEART' (center). Below the circles is the text 'EMOTIONAL STATE (MIND, BODY, SOUL)'. A red vertical bar is on the right side of the slide.

Slide 5

"To provide our patients highly technical and innovative medicine with small town caring"

YOU FIRST HAVE TO KNOW YOUR WHY



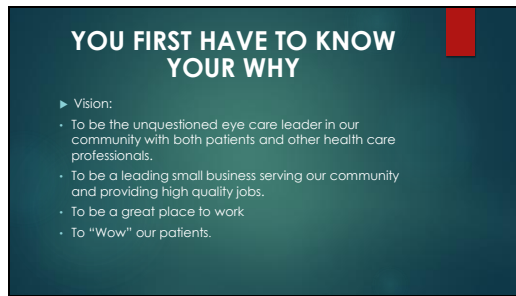
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Slide 6

YOU FIRST HAVE TO KNOW YOUR WHY

► Vision:

- To be the unquestioned eye care leader in our community with both patients and other health care professionals.
- To be a leading small business serving our community and providing high quality jobs.
- To be a great place to work
- To "Wow" our patients.



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Slide 7

Start with why

- ▶ Explain why you are going to ask questions
- ▶ Use this throughout your entire office
- ▶ Meet, Exceed, Amazed
- ▶ One way to amaze-educate

Slide 8

Question Based Selling

- ▶ "He who is asking the questions is in charge of the conversation"...Steve Steele
- ▶ The nuclear engineer on the plane
- ▶ What are some questions we could ask.

Slide 9

Question Based Selling One Day Contact Lenses

- ▶ "When do your contact lenses begin to feel dry?"
- ▶ "Rank your contact lenses on a scale of 1-10?"
- ▶ "Do you want to try new technology"
- ▶ "At what point in the month (year, decade) do you start to feel your contacts.

Slide 10

What are questions we could ask
Second Pair

- ▶ "How do your eyes feel after being on the computer for eight hours?"
- ▶ "How does your neck and shoulders feel after being on the computer all day"
- ▶ "What do you do when the sun is really bright?"

Slide 11

Influence and the Word "Because"

- ▶ The Copier Story (94% vs. 30%)
- ▶ "Because" seems to trigger an automatic compliance response, even when there is no reason to comply.
- ▶ "Because you said....I am recommending....."

Slide 12

Start at the Top

- ▶ Since you told the patient at the beginning that you were going to tell them about the best technology available, then you are obligated to do so.
- ▶ When you introduce the new technology, if you "started with why", then you will be surprised at how often price will not come up.
- ▶ When price does come up, I used to be proud of the fact that I would talk about this in the exam room. Not any more

Slide 13

Examples of Because Contact Lenses

- ▶ Because your eyes dry out before the end of the day, I am recommending....
- ▶ Because you had this infection
- ▶ Because you go through your contacts to fast
- ▶ Because you want to try the latest technology
- ▶ Others?

Slide 14

Examples of Because

- ▶ Because you said your neck and shoulders hurt at the end of the day, I am recommending computer glasses
- ▶ Because you have a family history of macular degeneration, I am recommending.....
- ▶ Because you drive a truck, I am recommending your glasses have no reflections to help reduce/eliminate glare.

Slide 15

Cialdini-Social Proof
Freese-The Herd Theory

- ▶ The Herd Theory-Ask the middle cow why he is going that way, he will say "that is where all the other cows are going"
- ▶ Canned Laughter
- ▶ Tip Jar

Slide 16

The Herd Theory

- ▶ Google reviews, trip advisor, etc ...
- ▶ 50th birthday dinner
- ▶ It is almost like cover. People like making decisions based on the majority because if it doesn't work out they have an excuse.

Slide 17

The Herd Theory and Social Proof...also Mark Hinton

- ▶ "A lot of our patients have gotten these and they love them"
- ▶ A lot of our patients have gotten these glasses and they love them. They say their eyes, neck and shoulders feel so much better at the end of the day.
- ▶ Most of our patients wear one day lenses, and they love them. They all agree....

Slide 18

The Question We All Hate

- ▶ The person asking questions
- ▶ "I just want what my insurance covers"
- ▶ What I used to say
- ▶ What I say now (early vs late)

Slide 19

Cricket's-Close then shut up

- ▶ "He who speaks first loses" ...Steve Steele
- ▶ Don't talk yourself out of a sale
- ▶ Make your recommendation then close...with a question that gets an agreement.

Slide 20

My Dad and Mark Hinton

- ▶ Do you agree that these would help you?
- ▶ Do you see how these computer glasses will make your eyes feel better and protect your shoulders and neck?
- ▶ Sound Cool? (Dr. Reshma Amin)
- ▶ Others...?
- ▶ "How does that sound"

Slide 21

Put it all together

- ▶ Because you said (your eyes are tired/neck and shoulders hurt) at the end of the day, I am recommending a second pair of glasses for the computer. A lot of our patients have worn these and they love them. They say their neck and shoulders feel better at the end of the day and we are protecting your eyes from harmful blue light. How does that sound?

Slide 22

Gold Medals and German Shepherds

- ▶ Some people are motivated by goals, and some are motivated by fears.
- ▶ Carl Lewis
- ▶ Achieve a goal, prevent a negative

Slide 23

Put it all together

- ▶ Because you said you have a family history of macular degeneration, I am recommending a pair of polarized sunglasses. A lot of our patients get these and love them. They see better, fish/golf better, and we are preventing your eyes from harmful UV to protect your eyes from diseases such as macular degeneration, cataracts, etc...How does that sound?...also do with vitamins
- ▶ Because you....I am recommending one day contact lenses. A lot of our patients wear them and love them. They see better and their eyes feel better and I am not seeing near as many eye infections. Sound cool?

Slide 24

The Handoff

- ▶ The doctor introduces the "optical specialist"...at this point the optical specialist is really the pharmacist.
- ▶ We agreed that "patient's name" needs a pair of glasses for the computer in addition to his/her regular glasses. Chastity will make sure you get exactly what we talked about.
- ▶ Check out-Brandi, we agreed that an annual supply was a good idea because we can take advantage of both the vision benefit as well as the rebate. Brandi will make sure you get every bit of savings we talked about in the exam room.

Slide 25

Don't say

- o "and she/he will help you with"
- o "we talked about"
- o "we discussed"
- o "she/he will answer any questions"...there shouldn't be any!!!!

Slide 26

The Art of Downselling

- ▶ The trick now is to get them to still get the glare coating, but to back them down from "premium" to "value" explaining to them it is not as good but yet still a great product.
- ▶ You know, I understand. You have (kids, a new house, school, bills, etc.) and we all have a budget. The technology I told you about is the absolute best for your eye health and vision, but like everything else the best technology is the most expensive. Tell me what you are willing to spend to have no glare, and I will find something in your price range.
- ▶ At this point, two things happen: the patient goes ahead and gets the best technology, or they tell you what they are willing to spend.

Slide 27

Law of Diffusion of Innovation

Segment	Percentage
Innovators	2.5%
Early Adopters	13.5%
Early Majority	34%
Late Majority	34%
Laggards	16%
