

Ditch the Sales Pitch: Educating Patients Without Feeling Like a Salesperson

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1 hour

Description:

Transform your patient interactions into genuine conversations that build trust, loyalty, and naturally lead to increased acceptance of recommended products and services without feeling and sounding like you are selling.

Learning Objectives:

- Apply strategic questioning and the "Start with Why" approach to lead patient conversations, explain the rationale behind clinical procedures, and educate patients in ways that build trust and understanding rather than relying on traditional sales pitches
- Effectively utilize social proof, the "because" technique, and contrast principles to guide patient decision-making while maintaining ethical standards and focusing on genuine patient education and benefit
- Present treatment options starting with premium offerings, use down selling techniques when appropriate, properly close patient consultations by asking for commitment, and adapt their approach to different patient personality types (goal-oriented vs. fear-motivated)

Outline:

- I. Books Referenced **(2 min)**
 - a. Question Based Selling-Freese
 - b. Influence-Cialdini
 - c. Start With Why-Simon Sinek
- II. Start With Why **(10 min)**
 - a. People respond better when they know "why"
 - b. Examples
 - i. Apple
 - ii. Radio Commercial
 - c. Biology
 - i. Neocortex-rational thought
 - ii. Limbic-emotion, gut feeling
 - d. Exam Room Example
 - i. Explain why you are doing what you are doing, not what
 - ii. Four levels of satisfaction...meet, exceed, delighted, amazed
 - iii. Best way to amaze-educate. The patient learns something new
- III. Start Asking Questions (Question Based Selling) **(5 min)**
 - a. He who asks the questions is in charge of the conversation
 - b. Nuclear engineer on the plane
 - c. Examples of good questions to ask

- IV. **Because (3 min)**
 - a. Copier Story (Influence)
 - b. Examples of using “because” in the exam room

- V. **Social Proof (Cialdini) and Freese (The Herd Theory) (10 min)**
 - a. The Herd Theory (a lot of our patients)
 - b. Social Proof
 - i. Canned laughter
 - ii. Tip Jar
 - c. Examples of Both
 - i. Google reviews
 - ii. Trip Advisor
 - iii. When we make moves in our office
 - d. Using Influence and The Herd Theory in the exam room
 - i. Optical Products
 - ii. The Question we all hate

- VI. **The Contrast Principle (5 min)**
 - a. Examples (pails of water, heavy and light objects, models)
 - b. Retail examples
 - c. Premium and Value
 - d. Start at the Top
 - e. Put it all together

- VII. **Gold Medals and German Shepherds (5 min)**
 - a. Some are motivated by goals and some by fear
 - b. Not going to figure out in a 15 minute visit so achieve both

- VIII. **Crickets (2 min)**
 - a. Use “Because” and the “Herd Theory”...recommend then be quiet
 - b. Don’t talk your way out of a sale

- IX. **Always Close!!! (3 min)**
 - a. You have to ask for the sale
 - b. Sound Cool?

- X. **The Art of Down Selling (5 min)**
 - a. Start with Premium
 - b. How to explain value is not quite as good as premium but still pretty good
 - c. Pricing Value vs Premium

- XI. **Law of Diffusion of Innovation (5 min)**
 - a. Early adaptors
 - b. Laggards
 - c. Majority

- XII. **Q&A / Discussion (5 min)**