



The American Hypnosis Clinic

Program Counselor Training Program & Handbook

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The American Hypnosis Clinic Program Counselor Training Program

All About Hypnosis

Audio Assignment 1:

Listen to http://www.americanhypnosisclinic.com/hypnosis_recordings/1-PC_Training_Day_1_Intro.mp3

Welcome Message

Welcome to The American Hypnosis Clinic. Becoming a program counselor (PC) involves a LOT of learning. It means some hard work in learning about hypnosis, our programs and policies, our selling strategies and our computer technology.

It's more than a sales job, it's being a counselor to people who are scared when they call in. When a lead calls in he or she is scared that she might be taken advantage of. She's scared of hypnosis because she doesn't understand it. She's scared that she might fail. She's even scared that she might succeed – because she can't even conceive of a life without her problem!

So it's your job to develop trust within this person and hold her hand as she makes the logical decision to get professional help and get her back on track.

It can be hard work and sometimes frustrating.

But, there is one thing about this job that is like few others you will ever find: at the end of the day you know you have saved some lives.

One in two people die from heart problems and one in three from cancer or diabetes BECAUSE OF THEIR LIFESTYLE! A large percentage of the people who call you about smoking have tried everything else and have serious health problems already growing inside their bodies. The people who call you have destroyed relationships with their families and have reduced their self-esteem to a miserable level.

When you put them in touch with a great therapist like those we employ you give them the chance to turn their lives around. The client is as responsible for her success as her therapist – but if she is sincere then she WILL succeed.

In the case of smoking, alcohol, drugs and often even weight loss it means that you literally save lives!

When you go to sleep at night you can think about that. How you didn't just make a good living – you changed someone's life forever! That's a good feeling. In fact... it's a great feeling!

So congratulations on making a decision to put your sales talents to work in a way that makes the world a better place than when you started each day.

- Larry Volz, PhD
Founder/CEO

Basics

We Do What Works

Everyone is different and therapy should be different for everyone. Your clinician will ask you about when, where and how your problem occurs and help you understand a little more about why. Then sessions are personalized to your needs to ensure your success. Our therapists are skilled in many different types of hypnosis, NLP, EFT and other behavior modification strategies.

YOU are in Control

You are always in control. Hypnosis is completely relaxing and usually people are completely aware of their surroundings. It's a myth that someone is making you do something. Actually, your therapist is putting YOU in control. **Hypnosis restores your freedom of choice** where you haven't had it before... perhaps in years!

The Best-Rated Therapists

To qualify as an AHC therapist clinicians must meet our high standards of education and experience. But that's just the beginning.

A stack of diplomas doesn't guarantee a person is a great therapist. So we follow up with our patients and ask them to rate their therapists in terms of overall satisfaction and (most importantly) how quickly and easily they succeeded in their goals.

We rank therapists based on that feedback and only the best **client-rated** therapists get to stay a part of our team.

No one holds their clinicians to a higher standard.

Locations Nationwide

The American Hypnosis Clinic is the nation's largest network of hypnosis clinics with **over 150 centers nationwide** and growing quickly. Chances are we have an outstanding therapist near you no matter where you are.

Our Lifetime Guarantee

We offer the most fair guarantee in the mental health and personal improvement industry: If you are not completely satisfied with your success within the recommended sessions you can come back as many times as you need to until you **DO** succeed **free of charge**.

For instance if you quit smoking... but a year later... or five... or ten... you start up again because of some big life stress - you can come right back in **free**.

You see, we don't believe it's ethical for therapists to string people along for years at a time without success. Or worse yet, over-prescribe pills because it's more profitable per hour.

Our therapists don't make a dime if you have to come back - so they are motivated to get you "fixed" quickly and completely!

We care. We do what works. We use the best people. And we are here for you. For life.

About The American Hypnosis Clinic

AHC was founded by Larry Volz, PhD and our mission is to help people change their lives by introducing them to the best hypnotists available.

Using the most effective tools of hypnotherapy, behavior modification and great personal coaching skills available we have helped over 10,000 people like you quit smoking, lose weight, reduce pain, learn more easily, end alcoholism and drug dependency and conquer other personal change issues.

Audio Assignment 2:

Listen to http://www.americanhypnosisclinic.com/hypnosis_recordings/2-About_Hypnosis.mp3

What To Expect Of Hypnosis

The following is a copy of the article that is sent with every client's paperwork when they first book a hypnosis program with us.

Many people have a very wrong idea of what hypnosis is supposed to feel like based on what they've seen on television and the movies. Hypnosis is a state that we all experience to some degree every day:

- When you're driving and you get so caught up in your imaginings that you miss your exit – that's a kind of hypnosis.
- When you are so involved in a movie that you actually see yourself in the character's shoes and physically jump when something startling happens to that character – that's also a type of trance.
- When a runner, or a kid on the playground, or when you're driving for hours and by "being elsewhere" mentally you completely lose track of time (runner's high... highway hypnosis...) – that an altered state as well.
- When you lie down to go to sleep at night and you let your mind wander in that daydreamy state right before you drift off to sleep – that's hypnosis.

Now, in the past you've probably never called these things hypnosis. You haven't ever thought of them as mystical experience or mind control or being "zombified" or anything of the sort have you? No, because trance really is normal, natural and something you do accidentally every day without being aware of it. **EVERYONE CAN ACHIEVE HYPNOSIS.*** The difference is that at The American Hypnosis Clinic we are going to deliberately guide you into trance – and **USE** these simple states of mind to help you learn in a different part of your brain how to change habits much more quickly and easily.

Sometimes people are disappointed because they really expected a foreign feeling – something exotic and amazing – and so they wonder if they've even been hypnotized. But it doesn't feel foreign at all... especially when people go into a lighter or "uptime" trance.

* Except people with brain damage or who are presently using certain mind-altering drugs.

The good news is that light trances are just as effective as deep trance experiences at making the changes you need to make. It's not the depth of trance that matters for change – it is REPETITION of the RIGHT post-hypnotic suggestions that matters most. That's why we always make a tape for you to take home and use over and over. The more you use it, the more your unconscious mind learns and the more easily you can consciously change your habits. Sometimes it's effortless and the change can be AMAZING! Other times, you still have to put real effort into changing your habits – but you will succeed this time because it gets much easier and much faster thanks to hypnosis.

You will go deeper with practice simply as a byproduct of doing hypnosis regularly. Just like anything else – the more you do it, the better you get at it. Your experience will vary from time to time. Sometimes you'll just feel relaxed and wonder if anything happened at all, sometimes you'll think you've dozed off and eventually (when you've gotten REALLY good at it) you may feel completely numb (hypnoanesthesia) or even like your floating outside your body!

To start, just expect to relax and to enjoy listening to the soothing sounds of your therapist's voice.

What You Will NEVER Experience

Being out of control – like someone's taken control of you or making you do anything

What You WILL Experience

Being very relaxed

You WILL hear your therapists voice (at least at first)

(At least in the beginning) Very aware of the sounds around you and what you feel

(At least in the beginning) Very aware of your own thoughts

What You PROBABLY WILL NOT Experience

Probably will not forget anything (unless you go very deep)

Your thought processes will not stop. You will still be thinking, wondering, questioning, etc.

What You MIGHT Experience (Especially if you go very deep)

More or less than the usual amount of water in your eyes or mouth

Might feel heavy or even numb in fingers or (if very deep) all over body

What you imagine may become unusually vivid

Might forget bits and pieces or large chunks of conversation

There are actually several different types of altered states. In some your mind is very focused and you are imagining very vividly. In others, your conscious mind recedes to the point that you might almost think you are sleeping. The truth is, it's not that important what your conscious mind is doing – it's your unconscious mind that needs to be listening and learning. Remember, you've been trying to fix this problem consciously and utterly failed. So what we're doing is very different.

Your therapist may use traditional directive hypnosis, or what is called a regression or use NLP (neurolinguistic programming) exercises that don't seem like hypnosis at all but simply imagination exercises. It all depends on the nature of your problem and where you are on the path to solving it. In any case, they are all ways to teach a part of your mind that is normally inaccessible.

Remember, there is NO wrong way to do hypnosis. You really can't mess it up, so just relax and enjoy it! You WILL succeed if you simply follow your therapist's instructions.

This is how to get the best experience:

- Repeat what your therapist says in your own voice within your own mind.
- Follow his or her instructions carefully when they tell you to relax one muscle at a time or imagine certain things.
- Imagine what you are asked to **as vividly as you can**: See it, hear it, feel it, smell it and/or taste it in as much detail as possible. Focus all your attention on THAT and the other thoughts that otherwise might have distracted you will fade naturally into the background. Remember that this is relaxing playtime. You're just playing make-believe like you did as a child. In the past you may have been taught not to daydream... but today it's OKAY!
- If your mind wanders into work problems, worries about your success, or anything negative focus it back to where your therapist is leading.

Remember your hypnotist is a guide and a teacher. He or she does not "hypnotize you..." Your hypnotist **guides you** into hypnosis.

You have to do it. Just like it's been you that has been "doing" the behavior in question all this time.

But because you have taken responsibility for your actions and your decision to change your life... **YOU** WILL DO GREAT! I promise.

Hypnosis is normal, natural and **easy**. It's so easy you do it by accident – like allowing gravity help you fall back into your favorite easy chair. And you've got Olympic-quality coaches here at The American Hypnosis Clinic to help you succeed.

We respect and admire the fact that you've chosen to take control of your life and here at The American Hypnosis Clinic we're proud you have chosen us to help you do it!

Audio Assignment 3:

Listen to http://www.americanhypnosisclinic.com/hypnosis_recordings/3-About_Hypnosis_continued.mp3

Hypnosis FAQ

Short FAQ Riff (*After reading the FAQ's below and listening to the recording, write your own 2-3 line FAQ riff here*):

Detailed FAQ's:

- **What if I can't be hypnotized?**

EVERYONE with normal brain functioning can be hypnotized. It's not like what you see in the movies. It's just about being very deeply relaxed in both mind and body. When you are in that altered state, things you learn or meditate on stick better.

- **What is hypnosis?**

A state of relaxation and/or a level of concentration that the average individual reaches daily. Self-hypnosis is accomplished most often when one is "absorbed" in a TV program, experiencing repetition (highway driving), or daydreaming. However, "Hypnotherapy" is guided relaxation and/or concentration where the ideas expressed (suggestions) by the therapist are generally remembered more readily, which in turn creates anew awareness. Depending on the client's motivations, there may be a shift in attitude about specific subject matters (habits and stresses). The only requirement for getting therapeutic results is that the person has a conscious desire to change, or in other words, is in agreement with the suggestions.

- **Do people do things under hypnosis that are against their morals, or values?**

No. Hypnosis cannot detach the ego. As a general rule, if a client were given a suggestion he/she did not agree with, he/she would simply refuse, laugh at it, or awaken (regain normal awareness). In stage hypnosis, the volunteers are usually under the influence of alcohol and have come to the show for the purpose of relaxing, acting silly and having a good time, therefore, they are easily encouraged to do so. Because inhibitions are often reduced under hypnosis, the subject is more likely to experience their inner character traits and motivations.

- **Can a person's memory be erased?**

No. if one undergoing hypnosis wants to remember, he/she will. In some cases, amnesia can be produced with a post-hypnotic suggestion, but it wears off as quickly as the subject wishes. However, an AHC Certified Hypnotherapist can help a person transform a memory that may be causing problems. The mind contains unconscious memories that generally are responsible for our decisions, attitudes, feelings, and behaviors.

- **Do people under hypnosis go to sleep or become unconscious?**

No. One should not expect to go to sleep! Hypnosis is a hyper-state of awareness that feels very relaxing. One is completely aware of everything that is occurring in the surrounding environment as well as that which is happening in the inner mind. Many authors in the field feel that hypnosis is a state of consciousness somewhere between being awake and asleep. Some people may go out of hypnosis by falling into natural sleep, but then they may need to be awakened.

- **What can be treated with hypnotherapy?**

American Hypnosis Clinic therapists have the capability to help alleviate or transform a multitude of symptoms and problems. They have helped people eliminate phobias, have childbirth with much less pain and fear, helped individuals eliminate drugs and alcohol from their lives, helped people quit smoking, lose weight and achieved a number of other goals. Basically, if the problem is in the subconscious mind -- whether bad habits or bad ideas -- hypnotherapy will help.

Test 1

Now it's time to see how much you've learned!

Please take the online test at:

http://www.americanhypnosisclinic.com/intranet/AHC_Program_Counselor_Test1.HTM

The American Hypnosis Clinic Programs

(A Benefits Oriented Focus)

Universal Benefits

These benefits are essentially the same with all programs. You should be able to relate any of these 14 benefits to any given hypnosis program at will.

1. Quick/Few Sessions
2. Lifetime Guarantee
3. Highest Success Rate
4. Little or No Withdrawal Symptoms
5. One-on-One & Customized
6. Can Help Increase Your Motivation
7. Relaxing/Stress-reducing
8. No Weight Gain
9. It works - science & medicine back it up
10. It is permanent
11. It's Safe
12. Patient-reviewed therapists
13. Clinics/support Nationwide
14. Choice of therapists


Important Tip

When you tell a client about an affiliate therapist's credentials **do not actually give out the therapists' name.**

You can talk about experience, education and training etc. but don't give the therapists' name because sometimes an unscrupulous client may contact that therapist directly. Then either deliberately, or by mistake that therapist may book the appointment independently and you would miss out on a sale and we would miss out on a client. If asked, tell them you aren't allowed to until the appointment is booked and explain how some unscrupulous individuals have used us as a screening service to find someone and then book independently. Then you can explain that in the long run the clients hurt themselves because they have no options if this therapist doesn't work out, lose more money in the long run because those therapists tend to string people along for a long time and the therapist ends up dropped from our recommendation list for unethical behavior.

Audio Assignment 4:

Listen to http://www.americanhypnosisclinic.com/hypnosis_recordings/4-AHC_Programs.mp3

	<p>A PC's Motto:</p> <p>"I'm sellin' like a melon."</p> <p>i.e., You are so successful that you are covered in green yet you are sweet and nourishing at heart!</p>
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Smoking Cessation Program

Short Benefits Riff:

It is quick, easy, relaxing and permanent. And you won't gain weight – we guarantee it. The majority of people do it in one session and **over 90% of our clients who complete our program succeed**. Most people have little or **no withdrawal symptoms**. It's relaxing – very low stress. You won't be snapping at your family afterwards. And if you are sincere about quitting then according to SIX HUNDRED different scientific studies - hypnosis is the single most effective way to quit. In fact we are so sure that it will work for you that we offer a lifetime guarantee. So if you don't quit in one session, you can come back as many times as you need to until you do quit.

Detailed Benefits:

<u>Quickly/Few Sessions</u>	The vast majority of our clients succeed in JUST ONE SESSION - 90 minutes. That's all it takes. And you walk out of here a non-smoker!
<u>Guarantee</u>	With us you have a lifetime guarantee. If you need more than 1 session you can come back as many times as you need to FREE until you quit smoking for good! It's the best guarantee in the health care industry if you ask me! Say you quit easily in one session but then a year from now something really stressful happens like you lose your job or a loved one dies God forbid... and in a moment of anguish you start up again. Just call us and we'll get you right back in and you never pay another penny. we are here for you for life!
<u>High Success Rate</u>	And by the way, _____... Only about 6% of people succeed in quitting smoking on their own... (EMPHASIZE) But 90% OF OUR CLIENTS who complete the program QUIT PERMANENTLY! 90% OF OUR PEOPLE SUCCEED! And 62% do it on the very first session.
<u>Little or No Withdrawal Symptoms</u>	Most people have NO WITHDRAWAL SYMPTOMS AT ALL!
<u>One-on-One & Customized</u>	All of our sessions are one on one and customized to your own particular needs. Because that's what WORKS! We don't do group sessions or pre-fab recordings like some other clinics do.
<u>Can Help Increase Your Motivation</u>	Ultimately, you have to want to succeed in order for it to work. But, if you are in conflict about this goal - hypnosis with a qualified therapist can help you resolve the conflict and increase your motivation.
<u>Stress-reducing</u>	You don't have to worry about getting cranky and yelling at the people you care about after you quit. You won't have any nic-fits. And since we replace smoking with a relaxing alternative like just a few deep breaths or a glass of water - it actually will help lower your overall stress level permanently.
<u>No Weight Gain</u>	You will NOT gain weight - if you do we'll help you take it off for free. That's part of our guarantee.

<u>It works - science & medicine back it up</u>	It WORKS! A recent study by the University of Iowa looked at 600 different studies of 72,000 people and found that HYPNOSIS WAS THE #1 WAY TO QUIT. Hypnosis is between THREE and NINE TIMES MORE EFFECTIVE AS THE PATCH OR GUM and 15 TIMES MORE EFFECTIVE THAN TRYING TO QUIT ON YOUR OWN.
<u>Permanent</u>	Hypnosis tends to be permanent because you are taking care of the subconscious causes instead of the symptoms.
<u>It's Safe</u>	It's SAFE! Unlike the patch or gum or those kinds of things (that don't work anyway - they are only 10% effective!) there are NO SIDE EFFECTS OF HYPNOSIS!
<u>Patient-reviewed therapists</u>	Our therapists are the best in the world, and I'm not just bragging. That comes directly from our patients. Most have a Masters degrees or more and many are Doctors - but more importantly we do regular follow-up with patients. We rate our therapists according to patient satisfaction and success. And we only continue to work with the therapists who have the highest success rates. So you know you are working with the best
<u>Clinics/support Nationwide</u>	Also, if you ever move you can feel good knowing that we have over 160 clinics nationwide. So you can still get support for your lifetime guarantee almost anywhere in the nation now.
<u>Choice of therapists</u>	And, if for some reason you don't happen to "click" with your initial therapist - which happens sometimes for whatever reason... you can switch to a different therapist that might suit you better in terms of the style of hypnosis that you need. Most OTHER hypnotherapists are solo practitioners so if you don't click with them your just out of luck and money. So it's a nice comfort to know we have a big team of competent people.

Weight Loss

Short Benefits Riff:

We'll help you change your eating behaviors. You will fill out a questionnaire and then your therapist will also work with you to find out what all your triggers are and help you with things like portion control, making better choices, stopping any emotional eating that's going on, stop any sugar cravings or any other issues that have kept you from losing the weight and keeping it off. It's easy, relaxing, a lot of the time it's automatic and the great thing is that hypnosis is the **ONLY** weight loss method that is **PERMANENT**. Because hypnosis deals with the subconscious root **CAUSE** of the behaviors – and not just the symptoms. You'll be able to get off of the diet roller coaster once and for all.

Detailed Benefits:

<u>Few Sessions</u>	Only 6 Sessions on average. Psychotherapist 60-600 sessions.
<u>Guarantee</u>	With us you have a lifetime guarantee. If you need more than 6 sessions you can come back as many times as you need to FREE until you lose the weight for good! It's the best guarantee in the health care industry if you ask me! Say you lose weight easily in six sessions but then a year from now something really stressful happens like you lose your job or a loved one dies God forbid... and in a moment of anguish you start up again. Just call us and we'll get you right back in and you never pay another penny. we are here for you for life!
<u>High Success Rate</u>	Only about 5% of people lose the weight and keep it off on their own - 95% gain it back and then some. Whereas the vast majority of our weight loss clients lose weight permanently. Because dealing with subconscious causes instead of symptoms.
<u>Permanent</u>	Hypnosis tends to be permanent because you are taking care of the subconscious causes instead of the symptoms
<u>Little or No Withdrawal Symptoms</u>	Hypnosis can help reduce or eliminate cravings entirely for the foods that are bad for you. It can help you remove the compulsions you may have had to clean your plate. Or it can help you get over any insecurities about choosing to eat healthy even in high-pressure social situations.
<u>One-on-One & Customized</u>	All of our sessions are one on one and customized to your own particular needs. Because that's what WORKS! We don't do group sessions or pre-fab recordings like some other clinics do.
<u>Can Help Increase Your Motivation</u>	You have to want to succeed in order for it to work. But, if you are in conflict about this goal - hypnosis with a qualified therapist can help you resolve the conflict and increase your motivation to eat right and exercise.
<u>Stress-reducing</u>	Most people overeat for emotional reasons. In fact, unless every bite is ONLY to fuel your body - ALL eating is emotional. Hypnosis helps you to relax away stress, understand yourself better and gain control over habits that you had no control over before like snacking late at night and that kind of thing.
<u>No Weight Gain</u>	If you backslide of course you can always come back free of charge again for life
<u>It works - science & medicine back it up</u>	It Works! And it's the only kind of weight loss program that is permanent - because you are dealing with the subconscious causes of the eating behaviors and not just the symptoms. The University of Connecticut showed that people losing weight with hypnosis lost more weight than 90

	percent of those who didn't.
<u>It's Safe</u>	It's SAFE! Unlike herbal treatments, prescription drugs or extreme measures like gastric bypass surgery (5% of whom DIE by the way...) or those kinds of things (that FAIL 95% of the time!) there are NO SIDE EFFECTS OF HYPNOSIS!
<u>Patient-reviewed therapists</u>	Our therapists are the best in the world, and I'm not just bragging. That comes directly from our patients. Most have a Masters degrees or more and many are Doctors - but more importantly we do regular follow-up with patients. We rate our therapists according to patient satisfaction and success. And we only continue to work with the therapists who have the highest success rates. So you know you are working with the best
<u>Clinics/support Nationwide</u>	Also, if you ever move you can feel good knowing that we have over 160 clinics nationwide. So you can still get support for your lifetime guarantee almost anywhere in the nation now.
<u>Choice of therapists</u>	And, if for some reason you don't happen to "click" with your initial therapist - which happens sometimes for whatever reason... you can switch to a different therapist that might suit you better in terms of the style of hypnosis that you need. Most OTHER hypnotherapists are solo practitioners so if you don't click with them your just out of luck and money. So it's a nice comfort to know we have a big team of competent people.

Drug/Alcohol Addiction

Short Benefits Riff:

If you are sincere in your desire to quit, then we'll help you get free of the drug **permanently**. The vast majority of our clients succeed in just a few sessions and it's very easy for them. Most have no withdrawal symptoms at all or at least they are greatly reduced. And if you ever have any withdrawal symptoms or relapses you can just give us a call and you can come right back in to your therapist for free – and that guarantee is **for life**.

Detailed Benefits:

<u>Few Sessions</u>	6-12 sessions. Inpatient program locked up for 30 days. Psychotherapist 60-600 sessions. AA meetings for life.
<u>Guarantee</u>	With us you have a lifetime guarantee. If you need more than 6-12 sessions you can come back as many times as you need to FREE until you quit the drugs for good! It's the best guarantee in the health care industry if you ask me! Say you quit easily in a few sessions but then a year from now something really stressful happens like you lose your job or a loved one dies God forbid... and in a moment of anguish you start up again. Just call us and we'll get you right back in and you never pay another penny. we are here for you for life!
<u>High Success Rate</u>	Only about 12% of people in 12-step based programs quit drinking/drugs on their own - 88% go back. Whereas the vast majority of our drug/alcohol clients succeed permanently. Because dealing with subconscious causes instead of symptoms.
<u>Permanent</u>	Hypnosis tends to be permanent because you are taking care of the subconscious causes instead of the symptoms
<u>Little or No Withdrawal Symptoms</u>	Most people have NO WITHDRAWAL SYMPTOMS AT ALL!
<u>One-on-One & Customized</u>	All of our sessions are one on one and customized to your own particular needs. Because that's what WORKS! We don't do group sessions or pre-fab recordings like some other clinics do.
<u>Can Help Increase Your Motivation</u>	Ultimately, you have to want to succeed in order for it to work. But, if you are in conflict about this goal - hypnosis with a qualified therapist can help you resolve the conflict and increase your motivation.
<u>Stress-reducing</u>	Emotions are at the heart of all drug addictions. Ever notice how it gets worse when your hurt, angry, lonely or tired? Hypnosis helps you relax and let go of the emotional baggage that keeps you tied to the habit so you can regain your freedom of choice.
<u>No Weight Gain</u>	If you backslide of course you can always come back free of charge again for life
<u>It works - science & medicine back it up</u>	It Works! And it's the only kind of substance abuse program that is permanent because you are dealing with the unconscious causes of the behaviors and not just the symptoms. You are also learning to re-define your identity as that of a non-user. Statistically 88% of ALL 12-step programs FAIL... whereas the

	VAST majority of our people succeed!
<u>It's Safe</u>	And although you should work with your medical doctor as well as our therapists, you should understand that it's SAFE! Unlike prescription drugs (that often fail anyway) there are NO SIDE EFFECTS OF HYPNOSIS!
<u>Patient-reviewed therapists</u>	Our therapists are the best in the world, and I'm not just bragging. That comes directly from our patients. Most have a Masters degrees or more and many are Doctors - but more importantly we do regular follow-up with patients. We rate our therapists according to patient satisfaction and success. And we only continue to work with the therapists who have the highest success rates. So you know you are working with the best
<u>Clinics/support Nationwide</u>	Also, if you ever move you can feel good knowing that we have over 160 clinics nationwide. So you can still get support for your lifetime guarantee almost anywhere in the nation now.
<u>Choice of therapists</u>	And, if for some reason you don't happen to "click" with your initial therapist - which happens sometimes for whatever reason... you can switch to a different therapist that might suit you better in terms of the style of hypnosis that you need. Most OTHER hypnotherapists are solo practitioners so if you don't click with them your just out of luck and money. So it's a nice comfort to know we have a big team of competent people.

Audio Assignment 5:

Listen to http://www.americanhypnosisclinic.com/hypnosis_recordings/5-AHC_Programs_continued.mp3

Pain Management

Benefits to Client:

- **Emphasize ONLY with medical doctor's permission:**
 - Ability to reduce or eliminate amount of prescription drugs.
- Ability to reduce pain without side effects that come from many prescription drugs.
- Ability to reduce pain where drugs didn't work well enough at all.

From our Website:

Perhaps you saw the feature article television's 60 minutes had on hypnosis for childbirth. Or maybe you've read some of the findings from the National Institutes of Health or The Journal of the American Medical Association or Stanford University that all endorse hypnosis to reduce pain. Either way, after dozens of studies spanning decades **hypnosis has been proven to work to reduce pain** - both chronic and acute.

Hypnosis **can enable you to release natural pain-blockers** called encaphalins and endorphins into your body that lessen or eliminate suffering. It can also help you learn to tune out chronic pain.

To give you a simple idea of how this works: Wiggle your toes. What do you feel? Your socks? Your shoes? The floor?

Now here's the big question: Why didn't you feel those things until I brought your attention to them? The reason is that your unconscious mind decided to tune out the sensations because they weren't important. Your brain did it automatically and does that all the time.

What if you could teach your subconscious mind to tune out pain as easily as you did the feeling of the shoes on your feet?

Hypnosis has been used for arthritis patients, victims of back injury, cancer victims, IBS and fibromyalgia patients successfully.

It's even been used to dramatically lower the acute pain of childbirth.

The trained therapists of The American Hypnosis Clinic will help you learn to diminish and manage your pain - potentially even eliminating it altogether.

But don't just take our word for it, listen to a [radio interview with hypnosis for pain management client Hugh Burkhart](#). He had suffered pain so severe over 15 years that he had actually undergone over 30 epidural block procedures. But after his hypnosis treatments his pain was so significantly reduced that he actually volunteered to help victims of the New Orleans flood of 2006! [Click Here to listen!](#)

Then [contact us](#) and we'll help you too!

Phobias, Stress Reduction, Anxiety Attacks and other Fear-Related Problems

Benefits to Client:

- It can help you gain control of the subconscious errant thoughts that cause fear/adrenaline responses.
- It can help you make lifestyle changes that affect your body chemistry.
- It can help you learn to put deep relaxation under your conscious control.
- It can simply eliminate phobias automatically.
- It can help you relax more easily.
- It can help you sleep better.

From Our Website:

REMOVING FEARS

Phobias, Anxiety Attacks and Stress

Hypnosis has a long history of helping people removing fears across the whole spectrum - from simple stress reduction, to severe anxiety attacks to full-blown phobic responses.

To get an idea how hypnosis can help with phobias, let's look at how a phobia is created to begin with.

Say a child develops a fear of snakes because her big brother tosses a dead snake at her as a joke. In the moments where the snake is hurtling towards her face and she thinks it's real time seems to slow down. She imagines a deadly and dangerous animal about to get her and her limbic system floods her body with the hormones that cause sheer terror within her. She is, in effect "entranced" in that moment and from then on she never forgets to be afraid of snakes.

It is a **one-time learning** that happens in an altered state. **Just like hypnosis.**

Your brain is made in such a way that **you can learn very quickly if you are in an altered state of consciousness.** That means you can also unlearn just as quickly. **Phobias are routinely cured permanently in 1-3 sessions.**

Notice by the way what role the pictures our little girl created in her fear. Big scary pictures in her mind created big fearful emotions.

People have similar reactions every day to a lesser degree that we call stress. You might worry about you daughter getting home from school on time... or a report getting to the boss on schedule... or what someone is saying behind your back... or

what your husband meant... or about getting hit while in bad traffic... or any of thousands of scary little imaginings that flash through your mind throughout the day. Most of them are completely subconscious - that is... you aren't aware you are even having them.

But with every little scary thought comes a little trickle of adrenaline into your system. Each little drop by itself would be no big deal, but the problem is that most people's bodies are like a bath tub with the drain plugged. Even a little drip if you let it go long enough will eventually cause the tub to overflow.

And that's what happens when people suffer from chronic stress or anxiety attacks. Thousands of scary and errant thoughts along with lifestyle choices such as a poor diet and lack of exercise cause that emotional tub to overflow.

Hypnosis helps for several reasons.

- **It can help you gain control of errant thoughts that cause stress.**
- **It can help you make lifestyle changes** that effect your body chemistry.
- **It can help you learn to put deep relaxation under your conscious control** - effectively allowing you to "drain the tub."

Studies have show hypnosis helpful in relieving numerous conditions that arose from stress by relieving the underlying condition. Examples include skin conditions, lupus, chronic pain and high blood pressure.

If you or someone you love is suffering from panic attacks, chronic stress or a phobia please [contact us](#) now and find out how **we can help you make a quick and permanent improvement.**

Obsessive/Compulsive Types of Behaviors (Hair-pulling, nail-biting, gambling, etc.)

Quick Benefits Riff:

The vast majority of our clients succeed in just a few sessions because hypnosis re-programs the subconscious which is the seat of habits like these. The solution is permanent because your therapist will help you substitute the old habit with new more constructive habits that replace the old need to _____.

Detailed Benefits:

<u>Quickly/Few Sessions</u>	The vast majority of our clients succeed in about 3 sessions or so.
<u>Guarantee</u>	With us you have a lifetime guarantee. If you need more than a session or two you can come back as many times as you need to FREE until you have succeeded for good! It's a lifetime guarantee and it's the best in the health care industry!
<u>High Success Rate</u>	The vast majority of our clients succeed in just a few sessions.
<u>Little or No Withdrawal Symptoms</u>	Most people have NO WITHDRAWAL SYMPTOMS AT ALL!
<u>One-on-One & Customized</u>	All of our sessions are one on one and customized to your own particular needs. Because that's what WORKS! We don't do group sessions or pre-fab recordings like some other clinics do.
<u>Can Help Increase Your Motivation</u>	Ultimately, you have to want to succeed in order for it to work. But, if you are in conflict about this goal - hypnosis with a qualified therapist can help you resolve the conflict and increase your motivation.
<u>Stress-reducing</u>	You don't have to worry about getting cranky. Since we replace your habit with a relaxing alternative like just a few deep breaths or a glass of water - it actually will help lower your overall stress level permanently.
<u>No Weight Gain</u>	You will NOT gain weight - if you gain additional weight as a direct result of the program we'll help you take it off for free. That's part of our guarantee.
<u>It works - science & medicine back it up</u>	Take a look at our website and you'll find literally stacks of research showing that hypnosis works!
<u>Permanent</u>	Hypnosis tends to be permanent because you are taking care of the subconscious causes instead of the symptoms
<u>It's Safe</u>	It's SAFE! There are NO SIDE EFFECTS OF HYPNOSIS!
<u>Patient-reviewed therapists</u>	Our therapists are the best in the world, and I'm not just bragging. That comes directly from our patients. Most have a Masters degrees or more and many are Doctors - but more importantly we do regular follow-up with patients We rate our therapists according to patient satisfaction and success. And we only continue to work with the therapists who have the highest success rates. So you know you are working with the best
<u>Clinics/support Nationwide</u>	Also, if you ever move you can feel good knowing that we have over 160 clinics nationwide. So you can still get support for your lifetime guarantee almost anywhere in the nation now.
<u>Choice of therapists</u>	And, if for some reason you don't happen to "click" with your initial therapist - which happens sometimes for whatever reason... you can switch to a different therapist that might suit you better in terms of the style of hypnosis that you need. Most OTHER hypnotherapists are solo practitioners so if you don't click with them your just out of luck and money. So it's a nice comfort to know we have a big team of competent people.

Learning Enhancement

Benefits to Client:

- Great strategies modeled from achievers in every field using NLP (Make sure that therapist does NLP before boasting this)
- Hypnosis can help increase a person's self-esteem and therefore ability to learn
- Hypnosis can reduce test taking anxiety thus increasing ability to learn.
- Hypnosis can help a person learn how to change states easily from relaxed and attentive to meditative problem solving (a skill lacking in many with "ADD")

From Our Website

LEARNING ENHANCEMENT

If you or your child needs help learning more effectively or is suffering from ADD then we can help.

Learning is the process of gathering information effectively through the senses, storing it in the subconscious mind in such a way that it can be retrieved again and then conditioning the mind to be able to retrieve it.

And like anything that involves the subconscious mind, hypnosis can help.

Hypnosis can help you learn more quickly, retain information more fully and access them more reliably. It can also help you improve your concentration and focus.

Also, factors such as self-esteem, self-concept and limiting beliefs can get in the way of a person's ability to learn. Hypnosis can help you change beliefs about yourself that stand in your way.

In addition to hypnosis, many American Hypnosis Clinic therapists also use something called neuro-linguistic programming to help people with learning challenges. NLP is the science of achievement and was created (and is constantly being refined) by studying people who succeed in various ways. By using NLP-based strategies that have been proven to work, you can develop the same habits and abilities and therefore achieve the very same results as people who learn quickly and effectively.

[Contact us](#) today and we'll tell you more about how we can help you make a permanent change.

OTHER PROGRAMS

Hypnosis can be used for any positive change that involves the subconscious or unconscious mind. When in doubt as to whether we can help with a given problem, ASK A THERAPIST!!! You can always call the Richmond office at 804-594-2600 and ask to speak to Dr. Dan Lester (our head therapist) and ask him about it, or e-mail Larry at larry@americanhypnosisclinic.com.

Here are some of the goals hypnosis has been successful in treating:

PHOBIAS

Hypnosis has long been a treatment of choice by psychologists for stress, post-traumatic stress disorders, generalized fear and phobias. Through hypnosis you can learn to relax and manage stress, eliminate the hold fear has on you and get your life back to normal.

Dentists have been referring clients to hypnosis clinics for decades to help their patients lessen their fear of dentistry.

PAIN & CHILDBIRTH

Perhaps you saw the feature article television's 60 minutes had on hypnosis for childbirth. Hypnosis empowers you to release encaphalins and endorphins naturally in your body to lessen or eliminate pain—even in childbirth.

The trained pain management and hypnobirthing instructors at The American Hypnosis Clinic will help you learn to diminish and manage your pain whether it's acute or chronic as in arthritis or back pain.

OTHER COMMON COMPLAINTS WHERE HYPNOTHERAPY CAN HELP:

Pain, Phobias, Stress, Anxiety, Insomnia, Body/Mind Relaxation, Weight Loss, Quit Smoking, Self-Hypnosis, Panic Attacks, Public Speaking, Stuttering

HEALTH ISSUES WHERE HYPNOTHERAPY HAS BEEN PROVEN EFFECTIVE:

Drug Addiction, Alcohol dependency, Pain relief, Irritable bowel syndrome, Chronic fatigue, Migraines, Allergies, Anorexia nervosa, Eczema, Skin diseases, Arthritis, Fibromyalgia, Smoking cessation, Asthma, Gastro-intestinal disorders, Snoring, Bulimia nervosa, Impotence, Sports injuries, Bruxism (Teeth Grinding), Insomnia, Tinnitus Candida, Ulcers, Childbirth, Krohns disease, Warts

UNPRODUCTIVE HABITS THAT HYPNOTHERAPY CAN HELP:

Obsessions, Procrastination, Poor self-confidence, Anger, Nervous Habits, Post-natal depression, Blushing, Nervous Tics, Premature ejaculation, Bruxism (Teeth grinding), Enuresis (bed wetting), Oversleeping Shyness, Knuckle Popping, Swearing, Nail biting, Poor self-esteem, Worry

SELF-IMPROVEMENT GOALS THAT HYPNOTHERAPY CAN HELP:

Assertiveness, Expanding Awareness, Problem solving, Communication, Goal achievement, Public speaking, Creativity, Habit removal, Sales motivation, Creative thinking, Handling criticism, Self hypnosis, Creative visualization, Memory recall, Self image, Creative writing, Motivation to exercise, Self improvement, Decision making, Overcoming blockages, Sports performance, Dream Interpretation, Performance, Stress reduction, Dream Recall, Positive thinking, Team performance, Effective speaking, Priority and goal setting

LEARNING ABILITIES THAT HYPNOTHERAPY CAN HELP:

Reading speed, Concentration, Test taking, Study habits

ATTENTION DEFICIT DISORDER

When clients call in about attention deficit disorder for school age kids or older you can suggest the learning improvement program. Therapists working with ADD can help a child's self-esteem as well as use hypnosis for memory improvement. Those that also use NLP (check the affiliate information page for those skills) can also teach some great memory and learning strategies as well.

Always check an affiliate's information page or call them before scheduling them with children! Not all affiliates work with kids!

Test 2

Uh oh... it's that time again... go back over the material again and really study for this one. This is an important topic since it's what you are going to be selling on a day-to-day basis. Then, when you feel like you have a good understanding of our products – go ahead and take the online test at:

http://www.americanhypnosisclinic.com/intranet/AHC_Program_Counselor_Test2.HTM

The American Hypnosis Clinic Sales Strategy

Audio Assignment 6:

Listen to http://www.americanhypnosisclinic.com/hypnosis_recordings/6-AHC_Sales_Strategy.mp3

Basics

- Be enthusiastic and sincere - know that they:
 - Need this - you may save a life
 - Want this - or they wouldn't have called you
 - Are afraid - take away their fears and get them excited about the benefits THEY PERSONALLY want and they will book
- Let them know that you want them to get help even if it's not with us
- Focus on the benefits they will receive
- Listen for buying signals
- Repeat hot buttons back to the client IN THEIR OWN WORDS (this is called backtracking)
- Ask questions that help you to paint a better picture of those benefits or gets them thinking about them
- Make friends with the prospect
- Close multiple times
- Hold on to this point of view and even say to client:
"I'm not a salesperson, I'm a program **counselor**. It's my job to talk with you and find out if you're a good candidate for the program first and are really ready to quit and if so then educate you about what we do and then we can talk about costs and enroll you."
- Ask: "What has to happen in order for you to feel comfortable making an appointment today"

Stages of Our Sales Strategy

Manage Your State of Mind

Prepare/Organize

Establish Rapport

Pace: Ask Questions

Lead: Build Excitement/Motivate

Answer Objections

Develop Urgency

Close the Sale

Tie-up and Follow up

State Management

If you aren't in a good mood, you aren't going to sell as well as you could. So, put yourself in a good mood. Crank up some music that excites and motivate you. Sing and dance and get your blood pumping. Meditate on great sales and what they felt like when you closed them. Do whatever works for you. But generally the best idea is:

- HYPNOSIS - use what we sell! Use the on-line recording(s) at http://www.americanhypnosisclinic.com/hypnosis_recordings/sales_success1_complete.mp3 and any others we may have online. They will put you in a great state to start.
- Also, may want to learn some NLP exercises to help you.

- USE SELF-TALK LIKE "I LIKE MYSELF" AND "I AM A GREAT SALESPERSON AND I'M ON FIRE" OVER AND OVER AGAIN WHILE YOU IMAGINE SUCCEEDING WITH ONE SALE AFTER THE OTHER.
- GET YOURSELF EXCITED & FEELING CONFIDENT BEFORE YOU START!!!
- READ READ READ LOTS OF BOOKS ON SALES!!!

And remember what Tony Robbins says: "Emotion is motion." Get up and pump your arms and say "yes" like you just made a sale. Be silly and pretend like you did when you were a child. If you pretend hard enough and use your physiology then you can't help but get into a better state so that you are ready to close some sales and change some lives!!!

Prepare/Organize

* If you are returning calls make sure you read whatever the dispatcher has sent you about the client and make sure you have everything you need with you. Read the notes in the client record.

* Make sure you know the product and know it well!

* If this is an affiliate LOOK UP THE NEARBY THERAPISTS FIRST!!!!!! In fact, call and ASK THEIR AVAILABILITY BEFORE you call the client! Duh!

* **Either be prepared before you call, or you will look stupid and the company disorganized.** Simple as that.

Establish Rapport

- ASK QUESTIONS!
- Mirroring/Matching vocal tone, tempo and volume.
- Mirroring/Matching their words.
- Attitude of caring in your heart & words

* **Start by saying "congratulations" or "I'm proud of you."**

- "I'm proud of you.
- Most people try and do this on their own and according to studies 94%(smoking)/95% fail miserably.
- You know?... I respect the fact that you are sincere about this enough to ask for help!"

* **Mirror/Match** - their tone of voice, volume, speed (very important)

* Use THEIR WORDS

* NEVER JUDGE! Don't try and make them take responsibility for their actions (that's the therapist's job).

Use the same words they do such as "it's the addiction" or "the habit" or "the behaviors that have been happening" - treat them as if it was completely out of their control (because at the moment it is).

* Use Caring words and empathic responses.

* Use (SHORT) stories of similar experiences from clients who succeeded happily or non-clients who failed painfully.

* Tell them you care about THEM more than you do money!!!!

I'm a counselor - not a salesman. I'm not going to throw you some high-pressure sales pitch - I honestly want what is best for you. If it's not exactly right for you, if you can't afford it or you just aren't ready then I won't LET you enroll in the program, okay?

- Use lots of "Yes" leading questions whenever possible. Get them excited.

Use words like:

- Right?
- Or Haven't you?
- Or Doesn't it?

Great Starter Question: So, I understand you are ready to (quit smoking, etc.) today?

DO NOT EVER ANSWER "HOW MUCH IS IT" BEFORE ASKING QUESTIONS AND GETTING THEM EXCITED!!!

When they ask "How Much is it?":

Answer: *_(prospect's name)____, you know I'm not a salesperson I'm a program COUNSELOR. It's my job to find out if you are right for the program and that the program is right for you. If it's not EXACTLY right for your situation then there's no charge at all because I won't LET you enroll in the program, okay?... So, now may I ask you some questions to see if what we provide is right for your needs?*

Answer: *That's a good question _(prospect's name)____, and of course I'll answer it, but different people have different needs, right? Not everyone's habit is the same, not everyone's environment or psychology is the same and not everyone's triggers are the same. So I need to ask you a couple of questions so I can answer that intelligently, is that all right?*

Answer: *"A MIIIIIIIIION DOLLARS! No, I'm just kidding... then one of the above" (GREAT rapport builder!!!)*

Pace: Ask Questions

Ask questions to determine Their Needs ("Hot Buttons") as well as strengthen rapport.

Use What, Where, When, Who, How to establish rapport, gather information about their "hot buttons", gather information that will help you make a price comparison to what they are spending now, elicit certain useful feelings in them (like last hope, pain of continuing as is and pleasure of success)

* **How Much** have you been smoking? Using? Do you want to quit or cut down (alcohol ok)? Or How many pounds do you want to lose?

* **When** you've tried to do this in the past, what kinds of things have you tried? What happened? Wow... so we're pretty much your last hope, huh? (move on quickly, don't wait for an answer)

* **(Who)** How about the people around you? Are they supportive, or a bad influence on you? Do you have children in your life that matter to you? How do you see this habit affecting your relationship with him/her/them?

* **What** do you think has stood in the way of your succeeding in the past? (LISTEN CLOSE HERE!!!)

* **Why Now?** *What's motivated you to finally step up to the plate, quit putting it off and do it now?* (Only ask Why in regards to why they are **choosing to quit now**. Otherwise "why" can be a dangerous question and take you where you don't want to go.)

Audio Assignment 7:

Listen to http://www.americanhypnosisclinic.com/hypnosis_recordings/7-AHC_Sales_Strategy_continued.mp3

Lead: Build Excitement/Motivate

You've come to the right place...

* Pace what it's like to come in (relaxing, customized to you, etc.)

* **MAKE VERY COMFORTABLE AND WIN THEM OVER WITH BENEFITS IN ORDER OF IMPORTANCE TO THEM** - START WITH HOT BUTTONS YOU'VE DISCOVERED AND REPEAT THOSE HOT BUTTONS *

BENEFITS BENEFITS BENEFITS

To inform about cost:

"The cost of the program is \$_____ and that INCLUDES our LIFETIME SUPPORT GUARANTEE. So if you have any withdrawal symptoms or relapses you can come back free of charge for life.

You can pay for that in advance so you can go straight into your appointment and save yourself some time or, if you like, you can just pay a \$100 NON-REFUNDABLE deposit and pay the rest at your appointment....

(go into assumptive close) So, do you prefer a morning appointment or an afternoon session?..." (either tie up or listen carefully for the heart of the objection to answer it)

Notice that you immediately go into the lifetime guarantee or another great benefit without hesitation after the price. Saying them side-by-side will soften the blow about the cost of the program a little bit. Most people will still want to talk about it, but some will just book right then and there.

Audio Assignment 8:

Listen to http://www.americanhypnosisclinic.com/hypnosis_recordings/8-AHC_Sales_Strategy_continued.mp3

To Motivate:

- Listen to their hot buttons.
- Away from pain of staying the same towards pleasures of succeeding
- Paint sensory rich – pictures that describe the visual, auditory and physical benefits of success.
- Give them a SYMBOL that that they can hold on to.

Audio Assignment 9:

Listen to http://www.americanhypnosisclinic.com/hypnosis_recordings/9-Overcoming_Objections.mp3

Answer Objections

REMEMBER:

******AN OBJECTION IS ONLY A PLEA FROM THE PROSPECT FOR YOU TO UNDERSTAND AND/OR TAKE AWAY HIS FEAR ABOUT SOMETHING!******

******THEY WANT THIS - OR THEY WOULD NOT HAVE CALLED!!!******

~~~~~  
When they ask  
"What is the  
affiliate therapists'  
name (or  
address)?"

**NOTE:** Although technically not an objection, this important to know. **Do not EVER give out the affiliate therapist's name or contact information until AFTER the lead has given you a deposit.** Too often leads will hang up, call the therapist directly and we don't make any money and you don't make a commission.

**Answer:** Oh, you'll get an e-mail with all of that information once we book your appointment *(then continue talking or asking questions that move towards your goal).*

*If they absolutely insist on getting the name or address of the therapist you can tell them that you are not allowed to give that information out until we actually book an appointment but you are more than happy to give the therapist's credentials – and read those to the client from the affiliates' database.*

When they ask  
"How Much is it?"  
Before you've been  
able to ask them  
questions

**Answer:** *\_(prospect's name)\_\_\_\_, you know I'm not a salesperson I'm a program COUNSELOR. It's my job to find out if you are right for the program and that the program is right for you. If it's not EXACTLY right for your situation then there's no charge at all because I won't LET you enroll in the program, okay?... So, now may I ask you some questions to see if what we provide is right for your needs?*

**Answer:** *That's a good question \_(prospect's name)\_\_\_\_, and of course I'll answer it, but different people have different needs, right? Not everyone's habit is the same, not everyone's environment or psychology is the same and not everyone's triggers are the same. So I need to ask you a couple of questions so I can answer that intelligently, is that all right?*

**Answer:** *"A MIIIIILLION DOLLARS! No, I'm just kidding... then one of the above" (GREAT rapport builder!!!)*

If they say "I need  
to think about it"

**Answer:** Wonderful. That's great! That means your serious, right? I mean... your not just saying that to get rid of me are you? (said silly - when "no"). Good. Well, here's the thing... in my experience when people try and think about it on their own... without fail they end up with questions that they can't answer. So why don't you and I think it through together and I can actually show you a great decision-making strategy that Ben Franklin

used to use. Have you ever heard of the Benjamin Franklin Decision Making Strategy? (Go into Ben Franklin close...)

**Answer:** Wonderful. I'm really glad to hear that. If you are taking the time to think about it then that means you are a sincere person, right?... and since you are a sincere person, the **more** you think about it **the more** you begin to recognize all the different reasons that you want to succeed. And **the more** you think about the real reasons you want to do this now **the more** those ideas replay over and over again like a song that gets stuck in your head until you have to go out and buy the CD.

**Answer:** I understand. It's a big decision. Where would you like me to send a brochure with some more details in it? (GET PHYSICAL ADDRESS FIRST!!!) Great I will send you a brochure today. (AND DO THAT!) Also, in the meantime if you'd like to look at our website at [www.americanhypnosisclinic.com](http://www.americanhypnosisclinic.com) you can listen to radio interviews with Dr. Volz and people who have been through exactly what you are going through. So you don't have to just take my word for it, you can listen to others who succeeded in their own words and hear the sincerity in their voice.

**Three weeks to wait for an appointment?! I can't wait that long!...**

**Answer:** Well, I mean, think about it for a second... would you REALLY want (said like "duh?") a therapist who is so lousy that you can just get in any time without any notice or wait? Really, the reason you have to wait three weeks is because this therapist is good at this. This is the person who can honestly help you and you're lucky it's only three weeks. (a dermatologist makes you wait 6 months nowadays).

**Answer:** How long have you have you waited to solve this problem? What are a few more weeks really?

**Answer:** Are you telling me that you'd rather fail miserably and continue suffering as an addict for the rest of your life... than simply be patient and wait three weeks to be done with this problem once permanently?

**Can't afford it now**  
(means you haven't given them enough reasons to buy)

**Answer:** First of all, is price your only concern? If that were not an issue would you honestly book an appointment to get help today... right now?

**Answer (Lowest Denominator):** What if we could offer you terms that you could afford? If we were to finance it for you and bring the cost down to... say \$200 a month (then as low as \$150 a month). That would be the about the same amount you'd spend for a cup of coffee at Starbuck's each day or having dinner out once or twice a week. A year from now you'll have spent that amount anyway but won't have anything at all to show for it. Or... you can have something you've been dreaming about for a long time.

**Answer:** Well, \_\_\_\_\_ what would we have to do in order to enroll you as one of our patients today? How much could you afford per month in order to get you the help that you need?

**Too much money/More than I expected**

**Answer:** First of all, is price your only concern? If that were not an issue would you honestly book an appointment to get help today... right now?

**Answer:** (Cost comparison - smoking): Well, do you have health

insurance? Okay, health insurance companies charge you an extra \$1000 a year just because you are a smoker. Plus it's \$1000 a year per pack of cigarettes so as a pack and a half a day smoker you are spending \$2500 a year on cigarettes. That doesn't take into account the extra health costs you'll incur both in money and in pain you'll have to endure.

You could literally finance a small car on the money you save by quitting smoking and save on gas money. The program not only pays for itself within a few months but it's the equivalent of getting a \$2500 a year raise for the rest of your life. The program doesn't cost you a thing! It's basic addition and subtraction - the program works out to be free. So why don't you give it a try?

Or... so obviously money isn't really an issue now... so is there anything else that prevents you from booking at this point?

**Answer:** Well, there is the cost and then there is the price...

The **price** of the program is \$\_\_\_\_\_ and that is serious investment.

But the **cost** of the program ultimately is nothing. Because...

*Smoking:*

...right now you spend so much on cigarettes the program will pay for itself three times over (or whatever) over the course of the year. Then it's like getting a raise at work in that you'll make an additional \$\_\_\_\_\_ per year for the rest of your life. So it really doesn't cost you a thing, does it?

*Other programs:*

...when you compare the cost in suffering that you've already paid and that you would continue to pay over the course of days, weeks, months... years of your life... and how all of that can simply be taken away with a few simple sessions... there is no cost to proceed. The only cost is if you allow things to go on the way they have been. Right?

**Answer** (Cost comparison - WL): First of all, understand that 1 in 2 people will die of a heart attack and 1 in 3 of cancer or diabetes and **both** of those things come directly from being overweight – (not to mention stroke and arthritis). If you want to look at it purely from a money perspective, according to the surgeon general and national institute of health the average person suffering with obesity will pay over \$29,000 in medical costs over the course of your lifetime. Even if you have insurance your rates will go up to pay for that. That doesn't take into account how you feel about yourself, the additional pain and suffering you'll end up with.

I know it's easy to say "it won't happen to me" if it hasn't yet... but 1 in 2 and 1 in 3 - if one doesn't get you the other will. The only way to avoid it is to take care of yourself and if you can't do that on your own then you need to get help (if not from us then from someone).

(Math: Surgeon General states \$117 billion dollar costs/4 million suffering (NIH) = \$29,250)

**Answer:** Yes, I understand. But you know you get what you pay for and we are talking about your health. If you had to have heart surgery would you want the cheapest doctor in town or the one with the **highest success rates**? Because that's who we are - we monitor our clients success and only recommend the therapists who have the best rate of success. We only employ the best. Plus we offer a lifetime support guarantee so there's very little risk to you.

**Answer:** Compared to what?

**Answer:** How much were you expecting to pay? (Then explain why we cost what we do or offer a slight discount or finance to make it more do-able)

**When they ask for a deal:**

**Answer:** (pause then in a confused tone) Would you ask your medical doctor for a discount? Or your chemotherapist? Would you want a discount heart surgeon or the most successful one in town. Honestly, if you feel you need to do this enough and you trust me and you know we are going to make sure you succeed - you can find a way to afford it can't you? One less latte a day? Because that's about what it adds up to you know. It pays for itself either directly or indirectly in insurance costs as time goes on. It's an investment - the best you'll ever make.

**Answer:** (a little more of a "reality check" version of the above)

**WL:** Okay... let me ask you this... when you are in the surgeon's office and he is amputating half of your feet because you've let your diabetes get completely out of control – are you going to ask your surgeon for a discount? Or are you going to respect the years of education, training and experience that our therapists are going to use to help you avoid that kind of tragedy in the first place?

**QS:** A few years from now when your surgeon shatters your breastbone and cracks open your ribs and cuts open your heart because you have intentionally and methodically been trying to destroy it with cigarettes for years – are you going to ask your surgeon for a "deal?" Or are you going to respect the years of education, training and experience that our therapists are going to use to help you avoid that kind of tragedy in the first place?

**Competitor Sells it Cheaper**

**Answer:** Yes, ours is more expensive than our competitors, would you like to know why?

First, you aren't stuck with just one possible therapist. People are individuals and you may or may not "click" with the first person you work with or perhaps get "stuck" at some point where another therapists' style might help you succeed. We have a network of 165 therapists and x here in this area so if you aren't getting the progress that you like with one therapist we can refer you to another who you are more compatible with. Your average solo practitioner can't offer you that.

We also have a lifetime support guarantee. If you don't get where you need to be within the average number of sessions then you can come back for as many as you need until you DO succeed -free of charge. They probably don't offer that either.

We also do patient follow-ups with phone calls and e-mails to make sure that our patients really are succeeding and are happy with the services we provide. And we only recommend the therapists that consistently have the highest rate of success. That's something no other hypnotherapy clinic in the world offers.

Seriously, this is your health. If you had to have heart surgery would you want the cheapest doctor in town or the one with the **highest success rates**?

**Thinking of Another Competitor (specifying)**

**Answer:** (Use above if they are talking about someone who is cheaper) There are many in our industry who charge more too. Positive Changes and others like them charge as much as \$3000 for their WL and \$800 for their smoking programs, have only a 1-year guarantee at best and their

"therapists" have much less training than ours. They are all trained in-house. Stop Smoking Clinics of America charges \$1200 (smoking) -- more than double what we do and they require you to come in for four hours a day five days in a row and their "money-back" guarantee specifies that you have to do that 3 times or spend 15 days with them in order to qualify. Do you have that kind of time or money to waste?

**Thinking of doing  
Stop Smoking  
Clinic of America**

**Answer:** We have a client that attended their program and she was in the lobby when one of the people that went before her **went into respiratory failure** because of their program. They use something called aversion therapy that involves smoking so many cigarettes in rapid succession that it makes people physically ill. It only works temporarily if it works at all and is dangerous. They also cost a little more than we do and they don't have anywhere as good a guarantee. It claims to be "money back" but that's only if you repeat their program over and over again -- which who would ever do if it makes you sick and doesn't work?

**Want to try the  
patch, gum, inhaler  
or other drug  
methods first**

"Well, you are certainly welcome to do that. At first glance it looks like that would save a person money but just so you know... thousands of your neighbors here in Richmond (or wherever) have come to us for help AFTER they tried the patch. The fact is that according to a study at the University of Iowa of all the studies done on quitting smoking - over 600 different studies of 72,000 people -- the patch is only effective 10% of the time. That means 90% of the time it fails completely. It has dangerous side effects and simply does not work. Even on the box, where they try and report the best possible research - all they can claim is 14%... 14%! That means at it's BEST - 86% fail! Whereas 90% of the people who finish our program SUCCEED! From that perspective the patch is a really much more expensive waste of time - you could rack up hundreds of dollars there and spend months only to discover the same thing that 72,000 other people already have. My suggestion is that you consider... really consider what your time and health are worth and then why not try the one way of quitting smoking that all of the studies agree is the number one way of quitting - hypnosis.

**Concerned about  
deposit**

**Answer:** That is a very good question and you are smart to ask about that. The reason we do it is the same reason that a hotel does. If you were to make a hotel reservation over the phone and then not show up on that date then they HAVE to charge your credit card or they would lose money because someone would have rented that room. Instead it's going empty. With us it's even worse because not only does the room go unoccupied, but we have to pay for a therapist whose time is worth \$150 an hour to sit around and do nothing. And what's even worse than that is someone else who has a really urgent need can't get in to get it. We help people with serious problems like alcoholism and crack cocaine and getting someone in a week earlier could mean one less dangerous drunk on the road this weekend or one less death from an overdose. So that deposit is to make sure we are **only** reserving our time for those who are **sincere** about coming in.

**Money Objection:**  
(NLP Pattern based  
persuasion-

Speaking to you as an intelligent person, I am sure that when it REALLY comes down to it... I think **YOUR VALUES...** your deep down core values that **MAKE YOU WHO YOU REALLY ARE** as a person... are such that

engineering.

*Say this slowly...  
with sincerity and  
exactly as written for  
best effect)*

ultimately you must care about your health and your self-esteem

And I don't know what's really most important to you...

But my intuition tells me that if you were to **find yourself** ABSOLUTELY SURE... IN YOUR HEART... in that same place inside of you where you're SURE THAT THE SUN WILL COME UP IN THE MORNING... THAT THE EARTH IS TURNING BENEATH YOUR FEET... THAT THIS **WILL** WORK FOR YOU...

If you were to TRUST ME like your best friend and KNOW I mean it what I say that you CAN SUCCEED WITH OUR HELP and BE FREE OF ALCOHOL (cigs, whatever) FOREVER by working with us... NOW... that you would absolutely COME TO THE RIGHT DECISION AND ACCEPT OUR HELP.

So my only question to you is, **what would have to happen in order for you to allow yourself to trust me and make your appointment right now?**

**Don't have that  
kind of time or too  
far to drive...**

*I've used this story  
to help motivate  
parents to exercise.  
In fact, it's exactly  
what motivates me –  
so I have energy  
when I get home to  
play with Zack  
instead of feeling so  
slothful that I sit on  
the couch and do  
nothing!*

**Reality check:** Here's the thing... when you really think about it... if you don't make time to be well.. eventually you WILL take the time to be sick.

**Oxygen Mask:**

A lot of people (women especially) feel like they can't take the time to exercise because of business demands or wanting to be there for their family. The thing many people don't realize is that it's not just the quantity of time you take with your family but also the quality. Wouldn't it be nice to have energy and health and be in a great mood and feel good about yourself and be less stressed out to really enjoy them and be at your best FOR them when you do have time with them?

It's like when you are on an airplane and the flight attendant tells you that in an emergency the oxygen masks will drop from the ceiling. Then they say something that makes every parent shudder – "If you are traveling with a child, put your own mask on first and then apply theirs." Every parent thinks "no way – I'm going to save my child first." But here's the thing... if you were to put the O2 mask on your child first and then suffocate and die – then in the short run you've saved her... but in the long run you've left her an orphan forever. But if you put yours on first, she may pass out for a few seconds but then you maintain the energy and composure to put hers on and you both walk away safe and can enjoy a long life together. Sometimes you have to take care of yourself first so you will be at your best for those you love!

**Fear of this  
change...**

**Fear of making a  
decision...**

**When someone  
mentions a serious  
illness or big life  
change that is  
motivating this...**

**Turtle story** (*actually happened to me this morning*): I was driving in to work this morning and there was a turtle crossing the road. I was worried that a car might hit it so I stopped and picked up the little guy and moved him over into the grass. I look at his little face and he pulled it back into his shell but still had one eye at the edge looking at me in real fear. Poor little guy. To him, I'm sure it was terrifying to have a giant lift him up into a dizzying height. He was probably imagining terrible things... falling... being eaten...

But then I laid him down in the soft grass at the edge of the road and walked away. What he should have really been worried about was a car coming along at 50 miles an hour and violently killing him. He probably never even realized the danger he was in.

It made me think about how often fate or God or whatever intervenes and we are so busy looking at the immediate change and pulling our heads into

**When they call  
back and want to  
chicken out over a  
contract point or  
another  
subconscious  
rationalization**

our shells that we miss the real blessing that is right here in front of you. The real gifts of life that we only need to trust and accept the help in order to fully receive.

I don't know if you feel like you are nervous about making a big life change but I know I would be if it were me.

I don't know exactly what you are thinking or going through.

But I do know that with other clients the subconscious mind will play tricks on them because that part of them is anxious about the change. Sometimes the subconscious mind will plant a big fear in the way because... for some people... a part of them would rather talk themselves out of making this change for any reason that seems even remotely logical. Not consciously, mind you... no one does it on purpose... it's like a Freudian slip... the fear comes from the subconscious mind because deep down that scared little kid inside of them knows it is easier to blame paperwork, or life stresses, or a busy schedule or their spouse... or any number of things than actually follow through with a sincere life change like this.

Again... I don't know if this applies to you or not... I just know that I've seen it with other clients and for many of them this is their first test and it won't be their last. They will be tested.

And when you succeed it's because you **step up to the challenge**, you **face your fears**, **hold your head up high** and **make a commitment** to change. When you **make that choice to take a chance on happiness** then more often than not that is exactly what you get. I mean, seriously what will it be like to **feel the freedom** from the chains that have held you down for so long and what will it be like to be able to say "I did that. I succeeded once and for all?! You know?"

But it does take a little courage... and a little trust.

And some people simply fail miserably. They talk themselves out of getting help. They are their own worst enemy and they continue to suffer in misery on and on and on and it gets worse and worse over time until the unthinkable finally takes them completely and they live it through their own eyes and ears.

So, really... it's your choice. I will only accept you as a client if you are ready and you trust me. So you tell me honestly: First - do you even want this - do you want to be free of \_\_\_\_\_ and then... if you do... then search your heart... do you think I am a liar and a cheat? Or do you believe in your heart that I am someone who genuinely cares that you succeed and can and will place you with a therapist who will help you?"

*Then just shut up and wait as long as it takes for him to process that and answer it. This really is a test for him and he really does have to pass it in order to have any success.*

## **Audio Assignment 10:**

Listen to [http://www.americanhypnosisclinic.com/hypnosis\\_recordings/10-Overcoming\\_Objections\\_and\\_strategies\\_2.mp3](http://www.americanhypnosisclinic.com/hypnosis_recordings/10-Overcoming_Objections_and_strategies_2.mp3)

- Get to Heart of Objection:** I understand and respect that concern... and, if that wasn't an issue... would you ACCEPT MY HELP and MAKE THE DECISION TO BOOK AN APPOINTMENT RIGHT NOW?
- is there anything that would prevent you from booking an appointment now if you were to FIND THAT X IS NOT AN ISSUE AT ALL?
- Contract mentality:** Well, the bottom line is YOU WANT WHAT WE HAVE TO OFFER...After all, you called me right?
- Ask for Rules:** What would you need to hear, what would you need to be able to PICTURE MORE CLEARLY or what would you have to REALLY know in your HEART in order for you to just let your anxieties go, TRUST IN ME and MAKE AN APPOINTMENT NOW to get the help that you know you need?
- You sense that they still just don't believe in it or trust us and feel like there is no way they are going to book today...** Why don't you listen to some of our audio recordings of some of our past clients from Dr. Volz's radio show. You can get to them from [www.americanhypnosisclinic.com](http://www.americanhypnosisclinic.com) or [www.emoga.net](http://www.emoga.net).
- Elicit Trust:** Let me ask you, if your best friend had quit through us... and a family member had quit through us... if you had seen it work again and again over time and you could look back and remember all the successes all the people you care about had... (follow with listen to recordings or better yet... talk about some success stories)
- No Time For It Objection:** Use metaphor of masks dropping in plane crash. Put yours on first, so you can then protect your children and STILL be there for the AFTER the impact. Have to make changes in yourself before you can teach your children to be healthy in the same way.

## **Audio Assignment 11:**

Listen to [http://www.americanhypnosisclinic.com/hypnosis\\_recordings/11-Overcoming\\_Objections\\_and\\_strategies\\_3.mp3](http://www.americanhypnosisclinic.com/hypnosis_recordings/11-Overcoming_Objections_and_strategies_3.mp3)



**Add a Big Motivator:**

Do you have kids? Tell me about them?

Do you think your kids are going to learn more in the long run from what they see you DO or from what you say? Because the fact is, more often than not -- Kids INHERIT these problems! Do you want them to be suffering from this problem when they are your age? How are you going to be able to teach them to deal with problems like this if you haven't learned how to deal with them yourself?

*(pain)* I don't know if you can **imagine how you'd feel** if your children took up these same habits and you had to watch them go through all the problems it can bring knowing that deep down... they learned it from you...

*(time distortion)* But I know that you **can** certainly **imagine what it will feel like to succeed**. What will it be like a year from now and **look back and remember the moment you changed** and say "I was smart enough to get just a little help" and "I **did** that... and it was the best decision I ever made." And to **look ahead** and **feel proud** to show your kids that you were able to **make a decision to change**... now... you can show them how to be healthy and strong and happier. Can you **feel THAT**... can be a wonderful experience to have?

**Increase Immediacy of Motivators:**

**\*Problem: brings up feelings of blackmail/out of control... NOT good metaphor!**

**(\$ objection/smoking)** How much IS your health worth to you? If some psychopath held a gun to your chest right now and honestly meant it when he said \$495 right now or he would shower your chest with bullets so you slowly choke to death on your own blood... would you pay that guy the \$495 to keep him away from you?

Or would you wait until after it was too late to make the deal and die slowly regretting the fact that you chose little green pieces of paper over your life?

Or would you **MAKE THE DECISION TO TAKE CARE OF YOURSELF** so you can look back years from now and realize it was the best decision you ever made?

See... the thing is about most smokers is many of THEM refuse to REALLY IMAGINE WHAT IT WILL BE LIKE IN THE END because you DO realize that 75% of all smokers DIE BECAUSE OF THEM don't you? People who fail fail because they can't IMAGINE IT and they think it isn't real because they don't FEEL THAT URGENCY AND THAT IMMEDIACY THAT YOU AS A PERSON WHO IS HONEST WITH YOURSELF FEEL - or you wouldn't have called me, right?

**Audio Assignment 12:**

Listen to [http://www.americanhypnosisclinic.com/hypnosis\\_recordings/12-More\\_Sales\\_Strategies.mp3](http://www.americanhypnosisclinic.com/hypnosis_recordings/12-More_Sales_Strategies.mp3)



## Develop Urgency

### Audio Assignment 13:

Listen to [http://www.americanhypnosisclinic.com/hypnosis\\_recordings/13-Urgency\\_and\\_Closings.mp3](http://www.americanhypnosisclinic.com/hypnosis_recordings/13-Urgency_and_Closings.mp3)

#### Create hard-to-get-in urgency feelings

**Script:** *It looks like, in general, we are booked out about a month in advance at this point and then we are actually going into our busy season so it could get even worse... But I can probably get you something sooner if you are in a hurry - I usually have one or two openings at kind of random times... do you prefer a man or a woman therapist and are mornings or afternoons better for you?...*

#### \* If they say "I need to think about it"

**Answer:** *Wonderful. That's great! That means your serious, right? I mean... your not just saying that to get rid of me are you? (said silly - when "no"). Good. Well, here's the thing... in my experience when people try and think about it on their own... without fail they end up with questions that they can't answer. So why don't you and I think it through **together** and I promise I'm not going to throw you some high-pressure sales pitch - I honestly want what is best for you. If it's not right for you, if you can't afford it or you just aren't ready then I won't LET you enroll in the program, okay? And I can actually show you a great decision-making strategy that will help you sort out everything in your mind and it's the one Ben Franklin used to use. Have you ever heard of the Benjamin Franklin Decision Making Strategy? (Go into Ben Franklin close...)*

*\* Use NLP languaging/a story that creates a feeling of "do it now!" (See The Rope-Swing & Window of Opportunity Patterns Below)*

#### Offer a material incentive (only if they are 95% there and just a little something will tip them over the edge – otherwise sounds like a cheap trick)

*"You know, we are doing a special promotion right now... we're a health care office so we don't usually do this kind of thing, but those who book today or tomorrow can actually get a free set of CDs from Dr. Dan Lester and Dr. Larry Volz that teach you how to do self-hypnosis. They are great for reducing stress and making your hypnosis sessions even more effective. I can check to see if we are still giving those out if you like – I know we are running low..." (the office/sales manager can send them out if you ask her).*

#### Window of Opportunity Pattern (Advanced NLP Pattern. Elicits state + direct suggestion + feel/felt/found)

*I understand what you're going through. When it comes to this kind of thing I've talked to hundreds of people who felt the same way.*

*What we've found is that, without fail... to succeed most people just have to do one thing... they have to simply **JUST GO FOR IT***

See, **other** people who put their off tend to keep putting off their health. And although technically you could **choose to book an appointment** at any time, really for those that **succeed completely** it's almost as if there is this tiny window of opportunity... like just those few minutes that a space shuttle can launch safely... and if they don't launch and **do it right now** – then they can't launch at all.

The clients who really succeed are those who **just go for it** the first time they call... where you **feel good about yourself... feel good about the program... you want the benefits of success... you can see what it will be like to succeed** and **you want that...** now... is when your psyched up and your courage is strong and the more you try and avoid it the more you just can't help but **think "Why not give it a try?"**

(then JUST SHUT UP AND WAIT - EVEN UNCOMFORTABLY LONG - give her time to think and let her talk next.)

**The Rope-Swing Pattern** (An advanced NLP/persuasion-engineering pattern)

\*\*\*I wrote this based on a true story and it works FANTASTICALLY - I've used it SEVERAL times successfully over the years to motivate people (LV). You can use a similar story - but notice how it has important elements here: Letting go, trusting, having faith, things turning out for the best, and time stopping and making a decision **right now** or blowing a great opportunity. You can re-word it to talk about how a friend of yours brought a friend of his... etc. Slightly emphasize things that are bolded for maximum effect.

Several years ago a friend of mine took me up to this spot in the mountains where he used to swing out over a lake on a rope swing. The rope was 12 or 15 feet up over the water and you had to swing out off of the cliff and during the day it was exhilarating. But we were there in the late evening. It was a full moon and there was a mist that hung over the water so you couldn't see the water at all. It was like standing above a cloud. My friend told me that he couldn't bring himself to swing out and jump into the water in the dark because he couldn't see it. And it came to me that I needed to do something for him.

You ever find yourself just knowing you **have to do something** and you don't know why?...

See, my friend's not a timid guy. He's an adventurous person who faces his fears and over the years he's gotten me to do things I never thought I would and I felt like this was something I could do for him.

So I went over to the rope. I took it in both my hands. I felt it's weight... I held my breath, and I ran and swung out over the lake.

When the rope got to the top of it's arc, it was as if time stood still. You ever **feel that**? When it seems that time just stops... I just hung there suspended above this incredible cloud below me... completely free of the confines of gravity for a moment. I was just floating there without gravity. I was weightless...

Suspended between heaven and Earth. I could feel my heart beating in my chest. The only thing I heard was the sound of my breathing and in that one... eternal... magical... moment I realized that **you have a choice**. I could let fear take all this away from me or... I could... **make the decision... now** to simply... let go. To **trust**... and know the water was still there to catch me. There's a soft place to land here... I knew that I would be safe. And I decided that it was okay to **trust that you are in good hands**... because the water would catch me. And I did. I plunged deep into the water to go deep inside and then come back to the surface and **know you made the right decision**.

I breathed in a gasp of exhilaration as my head came back up. And the next thing I heard was the splash of my good friend diving in.

He swam to me whooping with excitement and laughing and he hugged me and he thanked me and he told me he wouldn't have done it if I didn't make that decision... to just follow my instinct" and do what's right. (Then shut up and don't say a word until he or she does)

**When you leave an answering machine message and want them to call you back quickly**

(Smokers) Hi I'm \_\_\_\_\_ from the American hypnosis clinic. I wanted to check up on you and hopefully you've quit smoking on your own... but if you haven't I wanted to point out that since we last spoke to you... you have spent on cigarettes more than what the program costs. So if you are still interested in taking care of your health and saving a LOT of money – please give us a call at 1-888-HYPNO-22 and ask for \_\_\_\_\_. (repeat contact info)

Or..

This is \_\_\_\_\_ from The American Hypnosis Clinic. **I have some good news for you.** Please call me back at 1-888-HYPNO-22 and ask for \_\_\_\_\_. (repeat contact info).

*(The good news can be giving out the free CD's or that you have some earlier appointments so she wouldn't have to wait as long or some new research findings or TV coverage of hypnosis, etc.)*

## Close the Sale

\* **WHEN** you close is **EVERYTHING!**

PROSPECT MUST TRUST YOU, HAVE FAITH IN OUR ABILITIES, HAVE DESIRE AROUSED STRONGLY, FEEL URGENCY TO DO IT NOW & BELIEVE SHE IS CAPABLE OF INVESTING TIME AND MONEY

\* Try closing early to learn what the objection is. Dig for KEY objection then close on that. Go for close SEVERAL times - as SOON as you hear a signal!

### Closing Signals:

- \* Asking general or specific questions and showing real interests
- \* Very positive, eager, excited or relaxed/relieved vocal tone
- \* Verbal feedback like "uh-huh", "hmmm" and "I see"
- \* Affectionate words
- \* Speeding up or slowing down the buying pace

## CLOSES

*The best close to try first:*

### **The Assumptive Close**

*(also called the Alternative, double-bind or Secondary Close)*

Do you have a preference for a male or a female therapist?  
Can you take off work for an appointment?  
(if no -> okay, then do you prefer Saturdays or evening hours)  
(possible) Are you a logical and structured kind of person or more creative and spontaneous? (Hmmm then you'd probably respond best to directive hypnosis session/NLP-oriented)  
Would you like to pay for the program in advance or just the deposit today?  
Would you like to use your credit card or check over the phone to pay your deposit?

*Focus off of major decision and have them decide minor points (double bind). Takes the pressure off of the buying decision and onto minor details as the purchase is assumed.*

*(also called "yes set", part-by-part or automatic close)*

**A series of questions (from 6 to 45) where each one leads into the next and every one is calculated to get a "Yes" answer**

The most powerful close out there - simple idea is to get them in the habit of saying yes

\*\*\*\*The more times you get a lead to say "yes" to a benefit the more their DESIRE for those benefits heat up and so the

more likely they are to close\*\*\*\*

\*\*\*\*Structure EVERY question you ever ask a person so they say "yes." Never say "you don't want to get back on the diet roller coaster do you? (no) Instead say "won't it be nice when you've gotten off that diet roller coaster for good? (YES) You can phrase same thing 6 different ways if you need to Restaurant example: What if someone went on and on enthusiastically and articulately describing one great aspect after the next for restaurant including every benefit a person would want (food, price, atmosphere, parking, variety, etc.)... at some point your like "okay okay... that's enough... where is it? How do I get a reservation."

Good to follow with a double-bind close

### **The Invitational Close**

*(Sometimes called "Assumptive Close")*

**"Why not give it a try?"**

People will either say "yes" or come up with an objection that will help you keep selling.

Also subtly downplays the permanence of the decision... (a "try")

### **And/Or... Use a double Bind**

Would you prefer a female therapist or a male?

*(Not "is this something you'd be interested in!" ASSUME they want it (they do or they wouldn't have called) then get a choice. Either choice presupposes the possibility of booking - look at their schedule... assume for example's sake the answer is male - look up therapist)*

Okay, well we have Dr. Dan Lester and Scott Moody available in the Richmond office. It's about a 2 week wait for either of them... do you prefer a morning appointment or something in the afternoon?

*(you are now step 2 into making an appointment and if you've overcome their objections then they'll just go ahead and make the appointment - if not, then they will give you their objections and you can go on into making them more comfortable on each issue one by one)*

### **The Sudden Death Close (or end of the trail)**

(Risky... only do if you can tell they want it and just need a little push. Can turn some people off - but if you do it right with a long pause and wait it can work)

Say "either this is a good idea and you should go ahead with it or it's not a good idea and we should forget it but one way or another why don't we go ahead and make a decision right now so I can quit taking up your time." (wait for tension - don't say a word)

## The Take-away Close

*The "let me see if we have it in your size" close*

Wait a moment, let me see if we if we have any appointments left this month or if you are going to have to wait until July. It looks like we have one or two - are there any times or days of the week that you can't do?

We are running a promotion to celebrate our 150th office opening but we're only giving it to the first 150 people since we started that. Let me see if we have any of those left. Oh, good... your in luck! It does look like there are a few still available. You've got good timing. Let's get you in right now because Meredith's talking to another smoking cessation inquiry right now and I don't want you to lose out on this.

## The Summary Close

*Each time you repeat a benefit that the lead will enjoy his/her desire for having it will increase. Make a list of benefits and rank them in order of importance. Watch/listen for those (or ASK) that are most important to him/her.*

Let's see... I've told you about (List all benefits/features) and (go through list) is there anything I haven't covered?

(opt. Which of those is most important to you?)

Great, then let's go ahead and get you into the system now

## Puppy Dog Close

*Letting people try it for a free trial (how to apply to us?)*

**The Ben Franklin Close** (Great if they say "let me think about it") GIVE THINGS POINTS ex: more points for health than \$ for example

*Considered the best by many. Involves the thinking process we all go through but clearly.*

\_\_\_\_\_, you want to make the best possibly decision for **you** don't you? (yes, of course) Well let's use the Ben Franklin decision-making method. Ben Franklin would do this to weigh and balance and he was one of the best decision makers of his time. The first self-made millionaire in America, one of the most famous inventors, politicians and scholars of his time. And what he would do is take out a piece of paper and I can do this for you if you like or you can do it with me - do you have a piece of paper and a pen?

Draw a line down the center and on one side write "reasons in



favor of going ahead with this decisions" and on the other side write "reasons opposed."

Now let's look at the reasons why this might be of advantage to you.

*Talk through every possible benefit of doing this and ask him questions to discern what the nominalizations mean to him.*

For instance he says "health:" Say, well health means a lot of different things to different people. When you think of the word health do you mean more energy? (yes - write that down) you mean getting sick less often or less severely? (yes - write that down) Less pain or shortness of breath so you can be more active (yes)? What kinds of active things have you enjoyed in the past that you could enjoy again by feeling better? (add each to list)

How will you feel about yourself when you've succeeded? How will others see you? What kind of an example will you be for your children/grandkids? How will that affect their lives and decisions? How much money will you save over the next decade or two (at LEAST \$20,000 cigs/\$29,000 WL)

Is that everything?

Okay, now you can fill out the other side. Just tell me what they are as you go. *(most will only be able to come up with 3 or so)*

Well, lets see... 3 against and 14 in favor of enrolling... it seems like you've made your decision. (or Which do you think is the smarter decision when you look at it objectively?)

### **The Order Sheet Close**

*Take out an order form and fill it out as you go. For us, maybe get more personal information etc... so you are writing them down. End with "what is the exact spelling of your last name" and then hand them the form.*

Ask lots of personal questions - about their therapy. Decide which therapist is good for them, etc. more invested in it.

### **The Relevant Story Close**

*Tell a story about a happy client we've had that followed our advice but was hesitant at first - but went ahead and enrolled and was very very happy. Or, can alternately tell a horror story of someone who didn't and suffered. Use them to increase emotions in the right direction.*

*It's best to use first person as if it was one of your clients. If you are borrowing someone's story that wasn't actually yours it's alright, because you undoubtedly have similar success stories that you just aren't aware of. Or if you do... use em!*

**Can use with any objection.** "I had a another client say those exact same words to me and you know what happened..."

**\*This one is why Rachael does so well with her drug clients, she has a great relevant story about someone**

**she cares about and his success with hypnosis.**

**For addiction of any kind** (\*Listen to Ricky Martin's recorded interview!!!):

You know, you remind me of one of our clients - his first name is Ricky - who called us about a cocaine addiction a couple of years ago. He was really hesitant too and worried about the money and whether he could afford it. But he saw what the drugs had done to him and all the ways that they had destroyed his life (at one point he was homeless and living on the street) and he went ahead and made the decision to accept our help. And that's a \$2000 program by the way... I think he came in a total of 3 times. For crack cocaine! And he's been completely clean for over two years now. He has a family, they had a little girl this year. He's active in his church and he actually speaks about addiction now for churches and even talked about his experiences publicly on Dr. Volz's radio show because he was so happy that he had made the decision to let us help him. *(if they still don't book then and only then give them the site to listen to it themselves - get their e-mail to send the link)*

So, if you were to ask him if it was worth the money - he wouldn't hesitate to say yes. It all depends on what you **really** want doesn't it?

That money will be gone in a year anyway - your going to spend it on something. But this way you'll have something you'll treasure for the rest of your life... your longer, more energetic, healthier and happier life, right?

**For Pain Management:** Listen to the interview with Hugh Burkhart and do the same thing.

[For Smoking: Use Ricky's interview up above, your own story about someone you've helped, or listen to the smokers interviewed on the channel 6 news story \(on the website \[www.americanhypnosisclinic.com\]\(http://www.americanhypnosisclinic.com\)\) or 21st Emoga show \(3 smokers will be on sharing their stories\).](#)

**For Weight Loss:** You remind me of Lori. When we first talked she didn't know what to expect, didn't know anything about hypnosis, was nervous and almost didn't do it. The money totally freaked her out.

But when we talked she relaxed and realized that she was tired of the diet roller coaster and wanted to really change. With her she found out that her weight problem was actually a part of her self-identity. She called herself "the funny fat chick." She came for 3 sessions and lost 60 pounds and kept it off since 2002. She also quit smoking and even ran a half-marathon. Now she calls herself the funny fitness nut.

Or Robin... Robin was suffering from depression and a low self-esteem all mixed in with a weight problem she'd been suffering with for decades. She took a little more work and actually joined our wellness program but she literally looks like a different person now. She's beautiful and guys will walk into a wall to turn around and look at her. She's happier and acts like a different person she's so much more confident.

And both of them were worried about the money too before.  
And either one of them will tell you it was the best investment they ever made.

***If they say they are going to shop around...***

### **The Lost Sale or Walk-Away Close**

Sure, \_\_\_\_\_ you could do that if you wanted.

What you'd find is that the only people less expensive than us are single practitioners with no guarantee, no one else to go to if you don't get results with that one therapist, no quality assurance program except their word and many of them work out of their home.

Now we have been in business for many years and a large part of our business comes from referrals. You can read dozens of testimonials online from satisfied clients every one of whom shopped around before coming to us or you can even listen to them in clips from the radio show or watch them on the tv news show that's there online and hear the sincerity in their tone of voice and know we are the best value for the best therapists you are going to find anywhere.

They've already done all the shopping around for you why put yourself to all that time and trouble calling around to try and find a better price on somebody you don't know anything about when we can help you right now and get you an appointment that much sooner.

### **Today Only Close**

*Give them a very strong incentive to do it TODAY (ONLY if they do it TODAY!)*

I understand how you feel... everyone is a little nervous at first about making the decision but trust me that this is the right thing to do. And there is a lot of power in the here and now. We've seen that people who don't book an appointment when they are in that mind-set... usually **that** day... end up not quitting at all. Or they end up making an appointment only after they are diagnosed with something serious.

I want you to get help and there's no good reason to put it off. So I'll make you a deal. If you book an appointment with me today... and only if you do it today... I'll talk to Dr. Volz and I'm sure he won't mind if I include

Rather than money:

2 CD's on self-hypnosis

A stress management CD

A free stress management session

Dr. Volz's self-hypnosis e-book

\$ Incentive Logic

We are giving discount to 150 people and there's only a few left

A free gift certificate for \$X off one of our programs for three friends. They are supposed to be just for your friends to use

in order to support your decision, but you can use one of them if you want to...

**NEED MORE!!.....**

Why don't you give us a try? What's the exact spelling of your last name? Etc.

### **Go Ahead and Shop Around Close**

*(Only if they are determined to shop)*

Feel free to go ahead and get the best price and just promise me one thing. Come back to me afterwards and I'll do everything I can to give you the best price in town.

If someone is cheaper - show them how having to go back again and again strings it out so they actually cost more or how the guarantee is worth more or how if they can't go to anyone else then they are screwed. Mention how we do customized CD's for reinforcement, etc.

### **The Lost Sale or Doorknob Close**

For very resistant who are obviously not going to buy with a hidden objection and they are thinking you are leaving & resistance is down...

Just then as you are about to hang up say \_\_\_\_\_, just one last thing before I go. Could I ask you something? I've done the best I could to present what we do to you but I'm still relatively inexperienced at this and I was just wondering, what was the real reason you didn't book an appointment today?

*Then if their resistance is down they will give you the final objection.*

Oh... you mean I didn't explain that to you properly? Then start closing on that objection.

### **Closing on Referrals**

*A referral is worth 10-15 times a cold call.*

Would you happen to know 2-3 other people who might be interested in this service as well who you wouldn't mind me talking to? I would really appreciate it if I could get their names. Would you happen to have their phone numbers handy? Of these two, which one do you think I should call on first? Would you call Bill and tell him that I'll be calling to tell him about what we do?

\*Maybe therapists asking for peer support leads?

### **The Reverse Close**

With any objection answer: "That's exactly why you SHOULD book an appointment with us" Then give them a logical answer as best you can - it breaks their state and lowers their buying resistance.

Ex:

**Too expensive** -- You are right, it's not cheap. And that's exactly why you **should** book an appointment with us **because** we're not cheap. When it comes to your health do you want the bargain heart surgeon or the one with the highest success rates?

**I can't afford it** -- I understand that you can't afford it and that's **exactly** why you **should** book an appointment with us today, **because** right now you're spending \$2500 on burning leaves and paper. Whereas, if you book with us today and quit smoking in one session you'll literally save enough money that you can finance a new car with the money you save every month. The money that you have literally been burning will be back in your pocket to spend on anything you like. Can you think of other things you could do with \$2500?

# **The American Hypnosis Clinic Computer Contact Management and Scheduling System**

## **Audio Assignment 14:**

Listen to [http://www.americanhypnosisclinic.com/hypnosis\\_recordings/14-AHC\\_Computer\\_Client\\_Management\\_System.mp3](http://www.americanhypnosisclinic.com/hypnosis_recordings/14-AHC_Computer_Client_Management_System.mp3)

## ***Standard Conventions of this Handbook***

When this handbook refers to clicking on different places in a program or in your web browser we routinely use a notation like this: file>save as

This means to click where it says “file” and then click “save as” from the menu that drops down. For example: If the instructions were explaining how to do something in MS Word they might say to click file>Send to>Mail recipient. This means to click “file” and then from the drop-down menu click “Send to” and then from the menu that pops up from there click “mail recipient.”

## ***Getting Started***

### **Tax forms**

Please turn in your tax forms before the end of the pay period in which you started work. Federal Withholding forms are available at [irs.gov](http://irs.gov). State withholding forms should be available on your state’s government website. You may want to Google search “tax forms your state.” Most states will list it as a VA-4 or NC-4, etc. You can fax your signed forms to us at 804-594-1971.

### **Arranging Direct Deposit**

Direct Deposit forms are available from the Main Office upon request

### **Payroll/Paychecks**

Payroll is submitted on the 1<sup>st</sup> and 16<sup>th</sup> of every month.

- <http://ahc.webexone.com/> and sign in
- Daily sign in and out on employee in/out log – on the left hand frame
- Sign out for lunch
- On the 1<sup>st</sup> and 16<sup>th</sup> add up your hours for the pay period (1<sup>st</sup>-15 or 16<sup>th</sup>-31<sup>st</sup>) and put into the time sheet

In the event that one of these days falls on a weekend or a holiday, payroll will be processed in two business days.

In most cases, checks are mailed or deposited two business days after payroll is processed (The 3<sup>th</sup> or 18<sup>th</sup>). Please allow 3-4 days for checks or direct deposit pay stubs to be mailed to you.

## **Computer/Technology Needs**

### ***Color printer***

A color printer may be required to print brochures and paperwork. Expense reports may be submitted for ink cartridges and paper within reasonable limits.

### ***High Speed Internet access***

You will need to have internet access separate from the phone line which you will be using for business calls.

### ***Standard software***

Most of the work PC's do requires no additional software but relies on web-based applications.

However, occasional documents may be distributed or used that are in standard formats like Microsoft Word or PDF. If you do not have these programs, you can download a free PDF reader from Adobe.com and an MS Word reader free from Microsoft online. You will, of course, need to provide your own e-mail software. However you are currently sending and receiving software is fine.

Additional information is listed in the technology section of this handbook

### ***Internet Explorer or (our favorite) Mozilla Firefox***

#### **Download**

*You can use Internet Explorer but we recommend you go to [www.mozilla.com/firefox](http://www.mozilla.com/firefox) and download the program "Firefox." This is a great web browser that has some features that can make your job a lot easier. It has tabbed browsing which is great for having multiple screens up at once and it's safer in terms of blocking pop-up windows and viruses. It's FREE and looks and acts a lot like Internet Explorer, so there is nothing new to learn. It even imports all of your old bookmarks from IE!*

#### **Setting up tabs**

*After downloading the program, you will want to set up bookmarks that can be opened in tabs.*

- *Home*
- Go to <http://ahc.intranets.com> with Firefox
- You may need to sign into the intranet
- Go up to Bookmarks and select "bookmark this page"
- The name of the bookmark should be "home"
- Place it in the "bookmarks toolbar" folder
- Hit okay

## ***Online Applications***

There are (at this time) two primary applications that are routinely used by The American Hypnosis Clinic program counselors. Both are online and require no additional software on your computer. They are The Webexone Intranet and the New Intranet.

### **The Webexone Intranet**

<http://ahc.webexone.com> which we will refer to as “webexone.”

- calendars for therapists
- knowledgebase with audio clips of sales calls, frequently asked questions
- Sign in/sign out
- Timecards
- Tasks (task a sale to office/sales manager)
- Daily leads/customer contact system
- Documents - client paperwork, brochures

### ***Using the homepage toolbar***

To the left side of the homepage, there is a scrolling toolbar. You can navigate the entire intranets from there and access employee in/out logs, timesheets, and the Knowledge Base (or KB).

### ***The New AHC Intranet***

[www.americanhypnosisclinic.com/intranet](http://www.americanhypnosisclinic.com/intranet) which will be referred to as “the new intranet.”

- Igor – calculates program costs, payments and sends paperwork to clients
- Affiliates database – you can look up therapists’ information places other than Richmond.

Within those online applications are, calculators for program costs, knowledgebase with audio clips of sales calls, training documents, brochures, your daily leads and customer contact system and pretty much anything you’ll ever need as a PC. And if something is missing... let us know and we’ll put it up there!

You will need to sign in to either of these in order to use them. When you are hired a username and password for both will be assigned to you. As soon as you sign in to Webexone for the first time, please go ahead and change your password.

## **MSN Messenger**

MSN messenger is **vital** to participate as a PC.

### ***How to download***

Visit [www.messenger.msn.com](http://www.messenger.msn.com) to download the program. You will need to enter your information before you can use it.



## ***Invite receptionist***

*After downloading and signing in, go to “contacts” on the top menu bar and select “add a contact.” You will be adding by email address.*

*Enter [meredith@americanhypnosisclinic.com](mailto:meredith@americanhypnosisclinic.com). Send this invitation and the receptionist will invite you to the group conversation. It is recommended that you add all members of that conversation to your contact list. Do this by selecting “action” in the menu bar, and then selecting “add contact.” Repeat this for each person who is not yet on your contact list.*

## **Your Daily Routine**

### **Regular Daily Activities**

*These are the regular activities that you will repeatedly every day. Hold down the control button as you click on “details” to go to the part of the document that is more specific if you like, or just read on as each daily activity will be discussed in detail. It may be a good idea to **print this page out and use it as a checklist** as you go through your day.*

#### Start of Day

- [\(details\)](#) Clock in
- Set up your computer workspace:
  - Open Firefox or Internet Explorer
  - Sign in to Webexone (<http://ahc.webexone.com>) and **in separate tabs or windows ...**
    - [\(details\)](#) Open calendars for Richmond therapists
    - [\(details\)](#) Bring up all\_clients database for leads
    - [\(details\)](#) Bring up the tasks all.
  - Sign in to New Intranet ([www.americanhypnosisclinic.com/intranet](http://www.americanhypnosisclinic.com/intranet)) and **in separate tabs or windows ...**
    - [\(details\)](#) Bring up Igor.
    - [\(details\)](#) Bring up affiliates page in separate tabs or windows.
- [\(details\)](#) IM Meredith to let her know that you are available to take calls

#### Throughout the Day

- [\(details\)](#) Look up today’s leads and bring up most pressing client record.
- [\(details\)](#) Look up nearest therapist (if not in Richmond) in affiliates database. See if therapists’ schedule is online and find preferred date if possible (if not simply plan an arbitrary date three weeks out)
- [\(details\)](#) Call up the client record
- [\(details\)](#) Make Calls/Conduct sales
- [\(details\)](#) Look up prices/calculate payment plan through Igor
- [\(details\)](#) Schedule appointment
- [\(details\)](#) Take deposit
- [\(details\)](#) Send Paperwork to client through Igor and/or mail

- ([details](#)) Complete the Sale: Task Meredith and enter appropriate data into client record

### Lunch and End of Day

- ([details](#)) Sign out

## **Lead Distribution**

Leads that come in from the web and answering service overnight are divided up by the total pc hours scheduled for that day and then each pc gets the number of leads based on number of hours they are scheduled so that if you are scheduled to work 8 hours you will get twice as many of those leads than if you are scheduled to work 4 hours. For example if we have 50 leads that come in on a Monday am and we have 5 pc's working a total of 25 hours, each pc would get 2 leads for each hour scheduled. If you were scheduled for 8 hours then you'd get 16 leads and if you were scheduled for 4 hours you'd get 8 leads. If you are working, regardless of being scheduled or not, you will get put into rotation for the live leads that come in while you are on IM, but if you are on standby or working extra hours, you won't be factored into the am leads.

Everyone needs to keep that in mind when deciding how many hours you are scheduled to work each week. Of course you also need to work the hours you are scheduled! You can't put down that you are going to work 8 hours and then take off early or start late and expect to still get 8 hours worth of leads. If it happens consistently that a pc is working less than their scheduled hours than they will get less leads on future shifts. An occasional emergency, like your child is sick and you have to take him to the Dr. is of course exempted.

To encourage fairness, if a PC does not report in and begin working within 15 minutes of their scheduled shift then the sales manager is to give their leads to the other PC's who are there and working. So, please don't forget to email at least an hour before your shift if you are going to be out sick or have another emergency that makes it so that you can't start on time.

## ***Technology***

### **Clocking in**

1. From the homepage, click on "Employee In/Out Log" in the left hand toolbar.
2. At the top of the page, click the "new" button
3. Select your name from the dropdown box
4. Set your status to "in"
5. Make sure the "start date" is correct. Enter your start time in the appropriate boxes
6. Leave "end time" blank
7. Enter 0 into the total number of hours worked
8. At the top of the screen, click the "save" button

([Back to Daily Activities List](#))

## ***The All Client's Database***

Click on “All Clients” on the left hand frame.

Right click on this link, and select “open in new tab.” (May or may not work)

**To make it your homepage:** Tools>Options>Make sure “General” tab is clicked and then type <http://ahc.webexone.com> in as your homepage.

You will notice that a new tab popped up on the top of the webpage. Click on this link to view the DB.

Bookmark this page like you did the home page (may or may not work).

Name it “DB” and put it in the Bookmarks toolbar folder.

## **Tasks**

Next to the “What’s New” area on the homepage, there is another area for tasks.

Right click the link that says “see all” and open in a new tab

Make sure that the box beside “My tasks only” has a check, and the box beside “Completed Tasks” does not.

**Bookmark the page as before**

**Name it tasks.**

## **Calendars**

In the left hand tool bar on the home page, there is a link that says “calendar”

LEFT click on this link

When the calendar appears, click on the link that says “month”

Choose any appointment on the calendar, right click and open it in a new tab.

Go to this tab and click the “done” button at the top of the screen.

Change the dropdown box for “view calendar of” to Dan Lester.

Bookmark the page and name it Dan.

Now change the dropdown box to Scott Moody

Bookmark the page again and name it Scott

Repeat the process for Ruth Burgess and Heather Merrill.

Make sure each time that the tab goes into the “bookmarks toolbar folder”

Note: You will need to delete and redo the bookmarks for the therapist calendars every month. Also, you will need to reload a therapists calendar after scheduling an appointment. To do this, simply click on the tab where you want to therapists calendar to go, and then click on the corresponding bookmark in the toolbar.

## **Using Advanced Search**

When you are navigating the All Clients Database, it is helpful to use the Advanced search option. It is accessed by a link next to the search field on the DB screen. This way you can return results for a particular DB field such as sales stage or record manager.


When searching for calls to make, set the “choose field” dropdown box to “sales stage” set the “choose operator” box to “contains” and type the number of the sales stage to the appropriate numerical value, i.e. 2 (for call immediately)

To search for sales stage 6, you will also need to enter additional search criteria. On the next line set the “choose field” dropdown box to “sales stage” set the “choose operator” box to “does not contain” and type the number 4 in the third field.

To limit your search to calls that are due today or expired, set the next line to “Sales: Contact next” then “less than or equal to” and “today”

You may want to experiment to create other searches that you may find helpful.

### **To view and modify**

- Contact files in the database can be viewed in their entirety by clicking the small icon to the left of the clients name that looks like this 
- To modify files, you can then Click “edit” at the top of the page.

[\(Back to Daily Activities List\)](#)

### **Getting your leads**

The American Hypnosis Clinic PC’s do not have to do any cold calling. All leads are provided to you. They come in the form of hot leads that come in live over the telephone and will be transferred to you and warm leads that came in through the internet or telephone service.

#### **Live Leads**

Live leads are phone calls that come into the main office and are distributed by the office/sales manager.

When a call comes in, the office/sales manager will nudge you through Microsoft Instant Messenger (IM) and let you know that a lead is coming for you.

If you are unavailable to take the lead because you are on the phone, let the manager know IMMEDIATELY. Since the client is holding on the line, if she doesn’t get a response from you within 60 seconds or so she has no choice but to give this client to the next available PC.

If you can take it, write “ok” in the IM box.

If you take the lead, the receptionist will let you know the name and therapy issue of the caller and then transfer the call to you. You’ll simply hear your ring in about 30 seconds and you can pick up and start talking to your lead.

If you do not answer, or your line is busy, the lead will be given to the next PC.

**Always let the receptionist know when you are off of the line after a client is transferred to you.** This way we can keep the lines clear for more clients to call in.

## Database Leads

**Database leads are already in call rotation. It is your responsibility to call these leads throughout the course of the day.**

These leads are those that came in from either the answering service (from the night before or when all our lines are busy) and from internet information requests.

You can find these leads in the [ahc.webexone.com](http://ahc.webexone.com) database **All Clients** on the left side panel of the Webexone database. *(All of the following instructions refer to the Webexone database unless otherwise specified)*

When you click on the All Clients database link it will show you a list of clients grouped by their sales stage. The hottest leads other than telephone calls are listed as sales stage: A1 – Call Immediately.

Look at the PC Name field all the way to the right side of the screen and find the “Call Immediately” assigned to them.

After that initial contact by the assigned PC, put the lead back into regular rotation and if it is open, it can be called by any PC. This is how all leads are distributed throughout the day, including Answering Service leads and Survey Gold leads. Blanks, expireds, and those without a listed Record Manager are open to any PC.

Most come in first thing in the morning at around 9:00-9:30 EST.

Note: A goal of The American Hypnosis Clinic is to have our new intranet up and fully functional within the next six months or so. At that time, all internet leads will go directly into the database in “real time” rather than our having to wait until the office/sales manager comes in to work each day and has to enter them by hand.

## Hotmail Off-Hours Leads

Also: You have another option to get hot leads when you are working unusual hours such as evenings or when there is a time zone issue. That is by using our hotmail account for hot leads. Whenever an internet or phone lead comes in – a copy of it is sent automatically to [ahcsales@hotmail.com](mailto:ahcsales@hotmail.com).

**YOU CAN RETRIEVE THESE HOT LEADS ANY TIME YOU WANT!!!**

All you need to do is:

- Go to [www.hotmail.com](http://www.hotmail.com)
- Sign in with the username: [ahcsales@hotmail.com](mailto:ahcsales@hotmail.com)
- The password is: surftaxi

You will see new leads there in order of the most recently received.

It's nice to have people sometimes calling back clients on the weekend or during the evenings. It's smart for you too, since you can get hot leads that other people are missing.

But please keep these important things in mind if you work on Saturdays or evenings:

## First and MOST IMPORTANT: **DO NOT TAKE MORE THAN 2 CALL IMMEDIATELYS FROM HOTMAIL PER HOUR!**

I want you to be able to benefit by getting some fresh leads if you are industrious enough to work on your weekend, however it isn't fair for others to come in on Monday to find out all the leads have been cleaned out and they have no new prospects to call. Two an hour is more than fair and everyone has plenty of database leads to catch up on in between those. Also...

- When you sign in on Saturday, turn on your IM and check to see who is online. Send them each a note and ask if they are working or just hanging out online. If they are working set up a box with all that are working and coordinate your efforts so you don't step on one-another's toes. Just let each other know who you are calling.
- Make sure that when you find a lead, you first do a search with their name to make SURE they weren't already entered.
- Once you know they don't have a record, start a new client record for each lead. Make sure you cut and paste **all** the information from the lead page into the client record and fill in all the required fields BEFORE you call the client. Put your name as initial assigned pc. **Always: For any leads, if the Referred By or Referred By Details fields are blank – please make sure you ask the client how they were referred to us!**
- Save the record form when you are done.
- Then open it again for editing.
- E-mail the office/sales manager and let her know which of these people you contacted and created records for so she does not duplicate the record by mistake.

This is an outstanding way of getting new leads that is overlooked by many PC's...

[\(Back to Daily Activities List\)](#)

## **Statistics and Scheduling Considerations**

When planning your schedule with the operations or sales managers you should consider the fact that there are peak hours and peak days where you will have the most opportunity to increase your personal income.

On a weekly basis, Mondays and Tuesdays are the days when most people call in. The majority of live leads come in those days and if you have a personal appointment or need a day off, it is in your best interest to choose a day other than those.



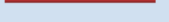



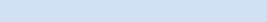


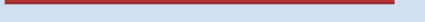
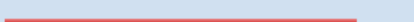

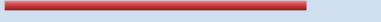
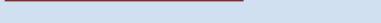


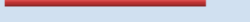
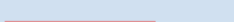






## **Weekly Web Visits**

| day | #reqs   | #pages |                                                                                    |
|-----|---------|--------|------------------------------------------------------------------------------------|
| Sun | 686851  | 22293  |  |
| Mon | 1355954 | 32444  |  |
| Tue | 1443952 | 32533  |  |
| Wed | 1418391 | 29807  |  |
| Thu | 1234766 | 28415  |  |
| Fri | 942325  | 24140  |  |
| Sat | 502930  | 20670  |   |

On a daily basis, certain hours are the most profitable for our salespeople. The lions share of phone calls come in around 9:00 AM as well as the majority of internet leads. When you can call a person back as close to when they called us you are much more likely to make a sale. Our salespeople who start work making calls early traditionally make more in commissions than those who work later in the day.

Of course, there will always be clients who are only reachable in the evening, but the ideal is to work mostly during the day and perhaps set aside a few hours a week in the evening for the unusual leads.

### Web Visits by Hour

| hour | #reqs  | #pages |                                                                                     |
|------|--------|--------|-------------------------------------------------------------------------------------|
| 0    | 254088 | 5649   |  |
| 1    | 208328 | 4483   |  |
| 2    | 167803 | 4506   |  |
| 3    | 147120 | 4207   |  |
| 4    | 144076 | 4167   |  |
| 5    | 150994 | 5899   |  |
| 6    | 199856 | 8019   |  |
| 7    | 301427 | 11577  |  |
| 8    | 393539 | 12073  |  |
| 9    | 466205 | 13569  |  |
| 10   | 468091 | 13024  |  |
| 11   | 503871 | 12257  |  |
| 12   | 510520 | 11331  |  |
| 13   | 499499 | 10813  |  |
| 14   | 477033 | 9869   |  |
| 15   | 452704 | 9205   |  |
| 16   | 375064 | 7565   |  |
| 17   | 313047 | 6514   |  |
| 18   | 298785 | 6167   |  |
| 19   | 263048 | 5745   |  |
| 20   | 258197 | 6111   |  |
| 21   | 240439 | 5881   |  |
| 22   | 211557 | 4740   |  |
| 23   | 279878 | 6931   |  |





## Making Calls

When you go to make calls each day

### Sales Stages

When you sign on and are ready to start making phone calls – click on the All Clients database that is listed on the left hand frame.

You will see that the view is set up so that leads are in a specific order. First in order is A1-Call Immediately.

Those are the phone calls you want to make right away. These are leads who have not been spoken to yet and have just recently come in.

Make sure that for each one that you call you IM the sales/office manager and other PC's to let them know you are calling a specific person. That way two people don't try and call them at the same time.

Once the "1- Call Immediately" leads are gone, you will want to scroll down to see the other sales stages.

If you see only 25 leads or less look at the top right hand corner just above the blue highlighted line at the top of the list of contacts. There you will see where it says something like:

*4499 items. Showing 1-25. Show [All](#) [Next](#).*

You can click where it says "All" to see all of the leads available. However, since there are a LOT of people in the database – you can use the advanced search function (described earlier) to go to the specific sales stage that you want.

Our system is set up so that we all call them during appropriate times and so that we aren't re-calling people at times when they are routinely unavailable.

For instance, say a person called at 6:00 PM and left a message. What if we were to call that person at 8:00 AM and he wasn't available so we left a message. Then what if the next day and the next day we were to call him at 8:00 each day – but he's NEVER available at that time. We would simply never get hold of this person. We would fail to make the sale and he would probably go to one of our competitors.

Therefore, we designed a system where each time we call it is a different time period throughout the day to maximize the chance of catching this person when he or she is available.

Each lead should be called during a time that is appropriate for the sales stage it is in. All times are in EST.

- 2 - Call Am (8:00am – 12:00pm)
- 3 - Call Afternoon (12:00pm – 3:00pm)
- 4 - Call Late Afternoon (3:00pm – 6:00pm)
- 5 - Call Am (8:00am – 12:00pm)
- 6 - Call Afternoon (12:00pm – 3:00pm)
- 7 - Call Evening (5:00pm – 12:00am)
- 8 - Call Weekend

### *Moving through rotation:*

After calling a lead, you need to change the sales stage he is in.

If you do not speak with the client, you will move the sales stage up 1 numerically.

For instance: If a lead is in sales stage 2 – Call AM and you could not reach him on the phone, make a note that you called him in the notes (along with your initials and the date); change the sales stage to 3 – Call Afternoon and then click “save” to save the file.

If the sales stage has gone through all of them and has reached 7 – Call Evening, it cycles back around to 2.

Pay attention to the notes however. Use your “common sense” in that it may not make sense to move a client into 7 – Call Evening if we only have a work number for them, or they may have specifically requested to be contacted during certain time periods.

If you speak with a client, they may request that you call them back at a specific time. Set the sales stage accordingly.

If you successfully reach someone and speak with that client (and need to follow up) it is best to leave the sales stage the same because you know they can be reached at that time.

If a client gives you a time that they will call you back, set the sales stage so that they will have a chance to call you, but you will not forget to follow up if they do not call. If you know that you will not be available to call a client during a specific time, do not set the sales stage for that time if you want to be the one to contact them.

### **The special sales stages**

#### 92 – Contact W/ Special Offer

This sales stage is for clients who are unable to commit financially, but who may be interested when or if we run a special promotion. We do not do that very often.

#### 96 – Send Mailings Only

This stage is for clients that have no working phone number in our database.

Always try an internet reverse-lookup search before moving leads into this category. A reverse-lookup is when you go to a website and type in the phone number and the website will tell you the address of the person who has that phone number. It doesn’t work in all

cases, but it does in enough instances that you will be able to get a brochure to some of those people.

Remember, they contacted us. Therefore they will appreciate the information and you sometimes get a sale this way when you might have missed out otherwise.

If you put a lead here with the intention to send them a brochure – make sure you send them a brochure IMMEDIATELY or people's tendency is to forget and lose a potential sale.

This sales stage is also for leads that specifically request not to be called.

Sometimes it is acceptable to put leads that have resolved their problems on their own or with a different hypnotherapist in this category.

Remove your name from a lead before putting it in this category.

As always, make sure the notes are very specific.

#### 94 - Negative Response (give details)

This sales stage should be used only in extreme cases when the client **specifically asks** to not be contacted again.

If they were just rude or negative DO NOT put them in this category. Just push the contact next date further back and put detailed notes about their attitude and specifically what they said.

Remember...they could just be having a bad day. They wanted information but they might also not click with you personally. *(Don't take it personally. They might click with another PC whereas you might click with one of their ex-leads... it happens to EVERYONE!)*

You can put clients in this sales stage that would otherwise be in 96 but have no address available.

Remove your name from a lead before putting it in this category and, as always, make sure your notes are specific and detailed.

#### 81 - Affiliate Pending

If we do not have an affiliate in the area where a lead lives then send that information to Heather Merrill our affiliate relations specialist at [heather@ahc.intranets.com](mailto:heather@ahc.intranets.com) and she will try and find one.

Most of the time she is the only one that will use this sales stage.

It's purpose is for when we have an affiliate who says they will work with our client but they have not yet applied and become approved, then they are considered pending.

Contact the lead and let them know we are working on it and make a note to yourself to follow up with Heather about it a week or so later.

#### 82 - No Affiliate Available

Move a lead into this category when there is no affiliate or pending affiliate in their area. Contact the Affiliate Coordinator ([hmerrill4@yahoo.com](mailto:hmerrill4@yahoo.com)) for assistance in finding new affiliates.

**\*\*Before moving to this category, find out if the lead would travel to the closest affiliate, or would be interested in the long distance program through our Richmond Office.**

#### 99 – Possible Sale - waiting on deposit

These leads are people who are mailing in their deposits or who want to bring them to our office.

**This is not a sale. It does not count as a sale unless we have both the deposit and a promissory note for the rest of the program.**

The Receptionist may also move a sale back into this category if a credit card number is bad or declined.

As soon as payment is received from this client the sales/office manager will move it back to the sale category. You may want to make a note to yourself to follow-up and verify if the person brought in the check.

If so – remind the sales/office manager.

If not, call the client back and do what you need to do in order to save the sale.

#### Strategy for contacting leads each day

When you begin the day, you should call all leads that are listed as A1 – Call Immediately first.

As soon as those leads are done, call all leads with your name on them that are due or expired in the appropriate sales stage. For example: Call the A2 – Call AM's in the morning, A3 – Call Afternoon in the early afternoon, etc.

Once you finish all of your leads, then you move on to the leads that have no record manager (known as blanks).

Once you have finished the blanks, you should move on to all remaining expired leads in the appropriate sales stages. Call those that are expired for longer periods first. If it's only been expired 24 hours then it is fair game – but courtesy asks that you communicate with the record manager and if she can get to that person today... then leave it for her.

If you are working a shift that spans more than one sales stage, make sure you move on at the appropriate time. At 12pm you should stop calling expired leads in 2 and move on to your leads in 3 or 6.

It is important to inform other PC's what calls you are making to avoid double calling. You can say something like "Calling Joe Smith" in the IM box, and that would be sufficient notice. If anyone else is working on those particular leads, they will notify you and a compromise can be arranged.

## Leaving Messages

Only leave one message per every 48 hours. Too many messages can be annoying. Pay attention to the notes. Other PC's may have left messages that you are unaware of. Do NOT put them in "send mailings only" or "negative response" just because they haven't called you back. You can, however move their contact date out by a month and only leave a message once a month after you have left a total of 6 messages. REMEMBER: Statistically most sales are made after FIVE contacts!!! So 6 messages really isn't that many even though it sounds like a lot.

## Sending Brochures

Brochures are a very effective sales tool. It also helps make sure that address information is collected from the leads.

We may use their physical address to send clients a postcard or other mailing sometimes (which can translate to additional sales to you).

So, if it looks like you are not going to be able to close a sale today always ask "would you like me to send you a brochure with some more information?" Most of the time they will be genuinely thankful for that. Take their address and enter it into the computer. Make sure you add a date to contact them again in a few days after you are sure they will have received the brochure.

Then I suggest you print out their contact form and make a stack of forms that represents the brochures that you have to send out at the end of the day.

DO IT! Do not EVER forget! A VERY large percent of people you send brochures to and then FOLLOW UP with a phone call will book. But you have to send the brochure AND follow up.

As soon as you offer the brochure tell them about the website. But only do that AFTER you offer to send a brochure. Otherwise, they will say "oh, never mind... I'll just look at the website." Then you fail to get their physical address, you fail to get in another excuse to call them, and more likely you are to fail to sell to that lead. Always remember:

1. Offer to mail brochure first and get address.
2. THEN suggest they visit our website.

Statistically most sales occur after the FIFTH TIME a salesperson has an actual conversation with a client! So FOLLOW-UP FOLLOW-UP FOLLOW-UP!!!

## Printing vs. ordering

You may print your own brochures at home. They are all available in Documents>Informational Mailings>Brochures

We have General Brochures, Smoking Brochures, Weight Loss Brochures and Medical Brochures. We also have brochures for our hypnosis classes. If a lead wants info on a program that we don't have a Brochure for yet, please send the General Info brochure.

## Take GREAT Notes

Specific and detailed notes are essential in the client's database contact form AND your success!

Many times, more than one PC will be contacting the same lead. If you learn something about that lead, it is your responsibility to note it in "Additional Information". This will also help you keep track of what was already discussed.

- Always begin your notes with the date and time that you attempted to contact the lead.
- If you leave a message, note if that message was given to a person. If it is an answering machine or voicemail, you can just say "left message." If there is anything unusual about the voicemail box or answering machine's outgoing message, you should also note that.
- Any unusual payment options should be noted.
- Any notes about when a client would like to be contacted and why should be noted.
- Note any "hot buttons" that the client mentions. That is: major motivations towards change, benefits they are looking for, etc. You will want to repeat those hot buttons back to them when you re-visit the contact later.
- Note down anything personal that the client tells you. That way, when you contact them again you will remember them. Ask about their kids by name... that kind of thing. They will respect the fact that you cared enough to remember and that will go a long way towards trust and consequent sales!

## Becoming a Client's Record Manager (Sales Rep)

At first all leads that come in to The American Hypnosis Clinic are fair game for any PC to speak to. Telephone leads are given out by taking turns while PC's are working. Phone message and Internet-received leads are open for anyone. Simply IM the sales/office manager and other PC's who are working to let them know who you are calling. That way two people don't try and call the same person twice.

You may earn the right to become a lead's sales rep or as we call it, record manager.

In order to do that you must speak to a client, learn something about them that you can document and develop a rapport with a client before you put down your name in as record manager. A good way to determine if you've developed rapport is to ask yourself "Will this client ask for me by name when they call back?"

If you have had considerable email contact back and forth with a lead, you may put your name in record manager.

Otherwise, if you have not spoken to a lead, do not put your name in as record manager.

Whenever you speak to a lead who becomes your lead make sure you put in a "contact next" date in his record. No one else is allowed to contact your lead until after that contact next date.

It is your responsibility to contact your leads again on or before their "contact next" date.

If you do not re-contact a lead on time and therefore allow a lead to become expired then it once again becomes fair game. Other PC's may contact that client.

If another PC develops a significant rapport with that lead, they may replace your name with their own as record manager.

**Note:** Etiquette and fairness demands that you give credit where credit is due. If another PC has put a lot of work or emotion into a lead, you should split the commission if the sale is made. In the case where a PC does not volunteer to split the commission and it is contested, management reserves the right to arbitrate decisions about whether commissions are to be split or not.

Realistically, it doesn't happen that often. But by splitting when it was a team effort you'll end up getting along with your fellow PC's better. Also, they will split with you when you helped and they closed the sale as well.

If anyone should believe in and live the ideals of corporate karma... it ought to be us!

### Sales Category

The field labeled "Sales Category" in the client record page has several options such as Richmond lead, Richmond Client, Class lead, Student, Affiliate Lead, Affiliate Client and Peer Support Lead.

### **Affiliate vs. Richmond vs. Lead**

Affiliate leads or sales are people that will be having their appointments anywhere other than our Richmond office.

Richmond leads and sales will be visiting our Richmond office. These leads are usually from area codes 804, 434, or 540.

Students for our hypnotherapy classes are categorized as Class Leads or Class Student.

### ***Lead vs. Client***

When a potential client is entered into the DB it will be classified as a lead with the appropriate qualifier.

When a lead becomes a sale, this must be changed to client with the appropriate qualifier.

### Sales: Contact Next Date

The Sales: Contact Next date refers to the next date which that lead is to be called.

When the Sales: Contact Next date is today – then the lead is considered due.

After the Sales: Contact Next date is over with, the lead is considered expired.

Change the Sales: Contact Next date when:

- You are moving the lead from sales stage 4 to 5 or from 7 – Call evening to 2 – Call AM. Then advance the date to the next business day, or the next day that the record manager will be working.

- You email a client, whether as a first contact, follow up, or emailing brochures and info. Set the date for 3 business days from the date of the email
- You mail a brochure. Set the date for 4-7 business days from the day you mailed the brochure.
- You speak to a client.
- If they need time to think it over or need to consult a second party, set the date for 7-10 business days from the date of contact.
- If they give date when they will call back, set the date for the day after they say they will call.
- If they are not interested right now, set the date for 6 months from the date of contact.
- If they give you a specific time period in which to call them back, set the date accordingly

### Referred By and Details

Before closing a sale, make sure the referred by field and referred by details field are filled out as completely as possible.

If the lead was referred by a friend or doctor, make sure the name is entered in the details box

### Address

Try to get a mailing address whenever possible. We need an address to process credit cards, as well as for sending brochures, paperwork and newsletters.

Also, a personal letter or flyer to an old lead can sometimes help rekindle interest in our programs.

### Email Address

An email address is a required field. Always ask for one before closing the sale.

### Marketing Questions

When you make a sale, it is important to fill in our two marketing questions. This will help us advertise more effectively and bring in more leads.

#### *Motivation?*

Ask the client to give us specific imagery on why they want to change their behavior. What motivates them?

There are three reasons to ask:

1. It gives you their “hot buttons” so that you can echo their own words back to them and be more likely to make a sale.
2. It gives The American Hypnosis Clinic an understanding of the reasons most people come to us. This enables us to write articles and advertisements that address those needs and wants.

*An example of why reason #2 is important is that we found by asking this that a LARGE number of smokers wanted to quit primarily because of the smell.*



*We always thought the health benefits would be more important to most people... but a large enough portion of the people said that smell was one of the biggest reasons that we changed our marketing a bit which resulted in more leads for you PC's!*

### *Why Us?*

These people have a choice of methods for changing their behavior. They even had the choice of which hypnotherapy clinic to attend.

What made them choose us over another?

## **Making Sales**

### Getting the deposit

You must have the \$100 deposit from the client before scheduling an appointment.

**\*\*\*\*Always explain that this is a non-refundable deposit.\*\*\*\***

This is easiest with a Credit Card, Money Order, or Checking Account number and are the methods that we prefer.

However, some clients will prefer to pay with cash. These clients can bring their deposits to the Richmond or affiliate office, but do NOT schedule the appointment until that payment has been received and logged.

It is not considered a sale until at least a deposit is received. Such individuals should be listed as 99 – possible sale in the sales stages until the office/sales manager or affiliate verifies payment has been received.

Sometimes a client will give you his or her credit card but ask that you not charge it until a specific date. In this case, you may schedule the client – however, the date they want the credit card charged must precede the appointment date. You must inform the client that the appointment may be cancelled if their CC doesn't go through. **Be VERY sure to explain these details in full with the office/sales manager both through the IM and e-mail or task AND in the client's notes.**

### Scheduling an Appointment

Only schedule new client appointments in new client spots

- Find an empty appointment time on a therapist's calendar that is convenient for the client. Only use the 90-minute "new client" blocks for first-time clients. *(The 60-minute blocks are for follow-up appointments)*
- Click the link for that appointment.
- At the top of the page, click the "edit" button.
- If you are so prompted, select "edit just this one event." **NEVER** modify "all events in series."

- Type the client's first and last name, therapy goal abbreviation and number of their session (*always "1" for new sales*) in the title field.
- Click the save button.
- You will now have to reload that tab as mentioned earlier.
- **NEVER** modify anything but the title field.
- **NEVER** create or delete appointments.

If a therapist does not have a slot for "New Clients Only" look for a different time and/or date where one is available.

**Note:** In very rare cases/emergencies, the Receptionist may be able to make 1 new client appointment out of 2 back to back follow ups.

**ASK** the office/sales manager before you inform the client that time is available.

The office/sales manager will not always be able to make those exceptions.

When scheduling appointments at the Richmond clinic, try to schedule with Dan Lester and Scott Moody first since they are our two full-time therapists. Then schedule Heather Merrill if the client requests a specific day or time that fits her schedule more; ask for her personally or a requests a female therapist.

### Things to remind your new client

Clients for Dan Lester and Scott Moody will need to arrive 30 minutes before their appointment time to view a pre-talk video.

### How will they be paying

Know how your client will be paying before you get off of the phone with them. If they don't know yet, process them as if they were financing.

#### Financing

Promissory notes are included in all paperwork packets and **must be filled out completely when the client shows up for his or her session.**

It is the PC's responsibility to fill in all payment dates and amounts before sending the paperwork to the client.

### **Igor**

The application called "Igor" will fill out all details for you in order to make that simpler. In order to use Igor to automatically to do all calculations and paperwork for you:

- Sign in to the new intranet at <http://www.americanhypnosisclinic.com/intranet>.
- Then click on "Igor" on the left hand side.
- Click on the appropriate program, the number of sessions they are financing for.
- Scroll down and fill in all the fill-in-the-blank fields towards the bottom.
- Click whether you plan on e-mailing the paperwork or want to print it.
- Click "generate paperwork."
- If you are printing it, the paperwork will come up on the screen and print it by clicking file>print in your browser. If it does not print properly then use the blank one that you

can download from the documents section of the Webexone intranet.

**You should ALWAYS use Igor anyway because whether you e-mail it or print it a confirmation e-mail will be sent to the therapist (as well as backup copy of paperwork) and to the office/sales manager.**

If the paperwork does not print properly from your browser you can simply go to edit->select all in your browser window and then hold down the control key and press “c” to copy everything. Then go into Word and use control-V to paste it into your word processor. You can modify it if you need to and make sure it looks good.

Ideally, try and e-mail as much as possible to save time and if you have to use the above procedure often talk to Larry about it for possible de-bugging.

**Make sure you get the client’s Credit Card or Checking Account information and include it in the database record.**

If the Client is not comfortable giving this information over the phone, they **must** bring a check or cash into the office. At that time they can give the office/sales manager his or her credit card information or checking account information for direct deposit.

### **The Client MUST bring their paperwork**

All paperwork must be completed and turned in before or at the time of the first appointment. **Make sure the client knows this.** If they have not received their paperwork in a timely manner, ask them to call the office to have it resent or to make other arrangements.

\*\*\*\*Also – when you are e-mailing the paperwork let them know to look for it. Tell them that if they don’t get it within the hour to check their Spam folder and make sure it wasn’t accidentally picked up as Spam. And let them know that if they don’t get it at all to call you back immediately!

### ***The Client MUST send all payments directly to The American Hypnosis Clinic.***

Please make it clear to the client that all payments must be made directly to The American Hypnosis Clinic and not the therapist. If the therapist is paid directly it could void their guarantee through us.

## **When you make a Sale**

It is ESSENTIAL that you do the following things when you make a sale in order for the computer to log it and therefore for you to get paid:

1. **Change the Sales Stage from Richmond Lead to Richmond Client or Affiliate Lead to Affiliate Client**
2. **Change the Date Sold to the date that the deposit was received.**
3. Make sure that all contact info is filled in as completely as possible.
4. Task Meredith
5. Schedule appointment in the calendar
6. Send paperwork through Igor

### *When you are waiting on check*

Do not enter a date sold until you receive the check and schedule the client

### *When you need to wait to put through a charge*

The date sold must be the same as the date that the client's CC is charged for the deposit. The Receptionist reserves the right to change the date and remove the sale if the deposit is not received.

### *The "Record Manager" field*

If you are the sole PC conducting the sale, put your name in record manager  
If you are splitting the commission with another PC, leave the record manager field as "pick one" and note in "Additional Information" the names of both PC's who will be splitting the commission.

### *The "First appointment" field*

Once you've closed the sale, fill in the first appointment field with the date and time of the clients scheduled appointment.

## **The "Scheduled with" field**

### **Richmond vs. Affiliate**

With Richmond sales, you choose the therapists name from the dropdown box labeled "scheduled with (therapist)" and leave. For Affiliate Sales note the FULL affiliate name in the "Additional Information" field.

### **CC Info**

Type of payment, CC#, and Exp. Date must be filled in unless the client mailed a check for the deposit.

### **Program cost**

Program cost is the cost of the client's selected program(s) after discounts, but before finance charges

### **# of payments**

If the client pays in full over the phone, this should be 0. If they will pay in full (PIF) at the appointment type in 1.

Otherwise enter the total number of payments (excluding the deposit) that the client will make.

### **Information from IGOR**

The remaining financial fields in the client record can be copied directly from Igor. Fill everything in down to “Equal payments of.”

### **Audio Assignment 16:**

Listen to [http://www.americanhypnosisclinic.com/hypnosis\\_recordings/16-AHC\\_Computer\\_Client\\_Management\\_System.mp3](http://www.americanhypnosisclinic.com/hypnosis_recordings/16-AHC_Computer_Client_Management_System.mp3)

## **Completing the sale**

### **THIS IS THE MOST IMPORTANT PART OF THE SALES PROCESS**

In order for the client to be charged and to get proper credit for your sale you need to send a task to the office/sales manager to charge the client’s credit card.

### ***Sending a Task***

In order to task a sale, go to the “tasks” link on the left hand frame of the Webexone intranet.

Then click the button that says “New” and fill in the following information:

#### **Name**

The full name of the client, the client number (listed at the top of the client record screen) and the abbreviation of their program

#### **Projects**

New Client 2 – Charge Card

#### **Task Categories**

A1 top ten

#### **Priority**

Checks

If you are waiting on a check, task it to the receptionist so she knows to look for it. Set the priority to low.

CC Hold

Set the priority to high if the receptionist must wait before charging the card

All other tasks are normal priority

### **Date due**

For most charges: Just include the date of the sale

Checks: Put in the date you expect the check to arrive

If you have to hold

Date the receptionist should charge the card

### **Details**

If sale is closed and card is to be charged immediately

- Write in the amount of charge
- Enter the name of the affiliate therapist (not the practice name)

If the CC needs to be held

Amount of charge

### **DATE TO CHARGE THE CARD**

Name of Affiliate therapist (not the practice name)

Promissory Note

If it is a mailed check or money order

Amount of check

Date expected

Name of Affiliate therapist, not practice name

### **IMPORTANT: Assign to others**

Select the option to “assign to others.

Select the office/sales manager name from the right hand box and click the arrow pointing left.

**Click “Save”** at the top of the page.

### **Sending Paperwork**

When you use IGOR to set up payment, the Paperwork will automatically be filled out.

**CHECK ALL BOXES THAT APPLY AND FILL IN ALL FIELDS** to ensure the proper paperwork is sent. An email will automatically go to the Therapist, so please be sure that information is correct!!

**If the client has no email address see instructions below.**

**Make sure that you send the client the correct type of paperwork**

Documents>Client-Therapist Forms>Word Intake Forms>Richmond

Class Promissory note – for new students who have enroll in our hypnotherapy course and want to finance. This is the only paperwork for Class leads.

Richmond Fibro – for Fibromyalgia patients who will be coming to the Richmond office. Includes special promissory note

Richmond First Letter – A copy of the first page of all paperwork. This letter is useful when sending the same paperwork to multiple people through the fax. Otherwise, it's already in all of the paperwork, so you won't need it

Richmond General – for Richmond patients who are NOT enrolled in a smoking, weight loss, or medical program. Promissory Note included.

Richmond HPT – for Richmond clients who are participating in the Hypertension program. Includes special promissory note.

Richmond IBS - – for Richmond clients who are participating in the Irritable Bowel System program. Includes special promissory note.

Richmond Promissory Note – Blank promissory note. Already included in all paperwork.

Richmond Smoking - for Richmond patients who are enrolled in the smoking cessation program.

Richmond WL & Mini WL - for Richmond clients who are participating in the weight loss programs. Includes special promissory note.

Documents>Client-Therapist Forms>Word Intake Forms>Affiliate

Affiliate First Letter – A copy of the first page of all paperwork. This is useful when sending the same paperwork to multiple people through the fax.

Affiliate General – for Affiliate patients who are NOT enrolled in a medical, smoking or weight loss program. Promissory note included.

Affiliate Medical – for Affiliate clients enrolled in the IBS, FMD, and HPT programs. Promissory note included.

Affiliate Promissory Note – Blank promissory note for affiliate clients. Already included in all affiliate paperwork.

Affiliate Smoking - for Affiliate patients who are enrolled in the smoking cessation program.

Affiliate WL & Mini WL - for Affiliate clients who are participating in the weight loss programs.

**\*\*Note: Some affiliates have additional paperwork or driving directions to send to the client.** Check with their notes in the new intranet affiliates database and send whatever is needed.



## **Client Welcome letter**

**Fill in the date and time of the clients appointment.**

**Fill in the total cost of the program before interest but after discounts.**

**Fill in the average number of session for that program.**

## **Promissory Note**

**There is a sample promissory note in Documents>PC Files**

**Make sure all dates and payments are filled in before sending it to the client.**

## **How to attach to email**

**Fill out the paperwork and Save As... the clients name. Make sure you save it somewhere easy to remember, like the desktop.**

**Go to your email and compose a letter to the client**

**Somewhere on the screen there will be a button that says “Attachments” or “Attach Files” or “Send Files.” Click this button and follow the prompts to attach the client’s paperwork to the email.**

**Note:** you may need to “browse” to locate the file.

## **Send the email**

## **Notify client to Avoid SPAM Filters**

Sometimes paperwork can be filtered into spam or junk mailboxes. Let the client know that this may happen. Give them a time frame to receive the paperwork. If they don’t get it, they should call the Richmond Office and let them know.

## **Subject line**

Let the client know what will be in the subject line so they can identify the paperwork easily.


## **Lunches**

### **Time your lunch breaks so that you are not leaving the receptionist without a PC**

Clocking out and back in

Go back to the employee in/out log

Enter your name in the search field and click “go”

Locate the entry for today’s date, where you clocked in earlier. Click the  icon next to that entry.

Enter the “end time” and “number of hours worked”

Click “save” at the top of the screen.

**Note: Follow these same procedures when clocking out for the end of the day.**

When you return from lunch, you will need to create a “new” employee in/out log for your additional hours.

Staying in rotation

You may stay in rotation during lunch ONLY if you will be available to take leads. You must still clock out.

## ***Schedules and Leads***

### **Lead Distribution**

Leads from the Internet will be assigned according to several factors. People who are working more hours will of course be assigned more leads. Also, those who are working more steadily per hour (as measured by the number of modifications) will be given priority in the distribution of leads. Finally, those with a higher rate of closing will be given more leads than those with a lower rate of closing.

The reasoning for this is so that those with a lower rate of closing can spend more time with their leads and improve their success rates. And those that are working the hardest will be rewarded with the greatest opportunity for successes as well.

### **Assigned Shifts**

- Two weeks notice is required for scheduled doctor appointments, time off during regular schedule, days off etc.
- 30 days notice is required for permanent changes to your schedule.

- It is essential that our employees are ready to work at their assigned times so we can provide quality customer services. Therefore, you must have signed in to the IM with in 15 minutes of your assigned start time to receive leads for that shift. **If you are more than 15 minutes late beginning your shift or returning from a break then you will only be allowed to work old leads.**
- If you leave your shift early for any non-emergency reason, then you will not receive any new leads the next shift you work.
- You should be averaging 4-6 modifications an hour over the course of the week. If you are averaging less than that we reserve the right to limit the number of new leads you are assigned the next week.
- If you are sick, please inform your manager one hour before the start of your shift.
- You will have assigned shifts based on the availability that you discuss with your manager. You may work hours outside of your assigned shift whenever you'd like.
- Also email Wendy at [wendyneugent@hotmail.com](mailto:wendyneugent@hotmail.com) of any schedule changes.
- We ask that whenever possible you find someone to cover any shifts when you will not be available.

## Modifications

You must have an adequate number of Database record modifications to justify the hours that you have logged in your employee in/out log. Any violations will be handled at the discretion of the management and repeated problems may result in termination.

## Time Sheets

Time sheets **must** be completed by 5:00pm the last day of each pay period.

Access time sheets on the left-hand toolbar on the homepage.

Click "New" at the top of the page.

Select your name in the dropdown box.

Your "position" is "program counselor"

The "start date" is the first day of the pay period that is ending. This will always be the 1<sup>st</sup> or 16<sup>th</sup> of the month.

The "end date" is the last day of the current pay period. This will be the 15<sup>th</sup> of the month, or the last day of the month.

Add up all of the hours you have logged for the pay period in your employee in/out log. Enter this number into the "regular hours" field.

Click "save"

## Program Information

### Audio Assignment 15:

Listen to [http://www.americanhypnosisclinic.com/hypnosis\\_recordings/15-AHC\\_Computer\\_Client\\_Management\\_System.mp3](http://www.americanhypnosisclinic.com/hypnosis_recordings/15-AHC_Computer_Client_Management_System.mp3)

## Quick Reference Materials

**Prices:** The most current version of the word document file in webexone: Prices, Abbreviations, and Sessions.doc should be downloaded to your desktop from Documents>Group Documents > PC Files and printed out or for easy reference. (The most current version at this printing is printed at the end of this manual). We suggest that PC's get a corkboard and hang it on the wall next to your computer. That way you can look up at a glance at anything like this that you refer to often.

Prices and suggested number of sessions are also automatically listed by the online program "Igor" that is in the new intranet. You will use Igor daily to have it automatically calculate prices for you, prices for payment plans and even client paperwork each time you make a sale.

## ***Frequently Asked Questions***

Visit the FAQ section of the Webexone intranet and in the knowledgebase there. You may want to take special note of how billing should be processed for Medical programs (irritable bowel, hypertension and fibromyalgia). Remember that for those programs clients only get the lifetime guarantee if they enroll in the full program (not session by session).

## **Sample Promissory Note**

Promissary notes should generally be filled out automatically by Igor. However, in Documents>PC Files there is a sample of how a completed promissory note should be filled out. It's worth taking the time to look at it in case you ever have to do it manually.

## **Class Information**

All information on our hypnotherapy certification courses is found in the knowledge base which can be accessed by the left-hand toolbar on the intranets homepage.

## **Documents to Download**

*It is recommended that you download these files onto your computer for easy access.*

## **Labels**

Documents>PC Files>Richmond Labels

Return Address Labels for our Richmond Office. Use Avery 8160 address labels.

## **Prices and Abbr.**

Documents>PC Files>Program Info

## **Paperwork**

Documents>PC Files>Word Intake Forms

There are two folders, one for Richmond paperwork and one for Affiliate paperwork. Each folder contains paperwork for different programs. If you don't see the program listed, you will send the general paperwork.

## **\*\*Listen to sales calls\*\***

### **Knowledge Base**

The knowledge base is accessible from the tool bar on the left hand side of the webexone intranets homepage. It includes audio recordings of sales calls, as well as other program information and FAQ's.

### **Change view to Article Title**

To quickly find all of the Audio entries in the knowledge base, it is suggested that you change your "View by" dropdown box to "Article Title".

### **Role-Play**

*Your training will include role-play session with your trainer and/or other PC's.*

### **Stamps.com**

### **You can print postage from you computer to use for sending paperwork and brochures**

### **Download**

- *Go to Stamps.com/download*
- *Enter your email address*
- *Download and install the program*

### **Logging in**

- *Username is larryvolz*
- *Password is magiclar2*
- *Pet's name is starlight*

### **Adding money**

*When Stamps.com is out of money, task the receptionist to add more*

### **Expense reports**

### **Downloading the form**

Documents>PC Files>Expense Report

### **How to fill out**

- Complete the form in Excel. Start by entering the dates of the current pay period and your name.
- For each receipt you have, enter the date the purchase was made and at which store
- Highlight on the receipt each item for which you are being reimbursed and enter the price of each item on the expense report in the same row as the store name
- Repeat the process for each receipt. Your totals will be automatically calculated

- Print the form and attach your receipts to it.

### **Mailing it in**

Mail the form to the Richmond Office. Attn: Expense Report. Checks will be issued at the end of the pay period.

### **411.com & RandMacNally.com**

These websites are also useful to add to your bookmarks toolbar. 411.com is a great phone number and address search. Rand McNally is good for finding distances and driving times between affiliate leads and available affiliates.

### ***Interpersonal Relationships***

The number one rule for PC interactions is do unto others as you would have them do unto you. Splitting commissions and covering shifts are important. If you expect other PC's to do these things for you, you must do them for other PC's. Squabbling and arguments hurt everyone's sales.

### **Conflict Resolution**

The first step in conflict resolution is to try to speak to the party with whom you have conflict. It is recommended that these conversations be done over the phone, as it is easy to misinterpret someone's intentions on the IM.

If no solution can be found, the next step is to speak privately with the Receptionist about your concerns.

Do not involve unaffected PC's in the conflict.

### **Courtesy in the IM**

Please keep all conversations that are not related to work out of the main IM box as much as possible.

Foul and abusive language will not be tolerated in the main IM box.

Arguments and disagreements are not to take place in the IM.

## Appendix A: Program Prices

| Price                                                                            | Program                                                                | Average # of Sessions |
|----------------------------------------------------------------------------------|------------------------------------------------------------------------|-----------------------|
| \$250                                                                            | REG = Regression                                                       | (1)                   |
|                                                                                  |                                                                        |                       |
| \$595                                                                            | QS = Smoking                                                           | (1-2)                 |
|                                                                                  | SLP = Sleep                                                            | (2-3)                 |
|                                                                                  | MSK = Morning Sickness                                                 | (1-2)                 |
|                                                                                  | STT = Stutter                                                          | (2-3)                 |
|                                                                                  | MWL = Mini Weight Loss                                                 | (4 sessions/1 year)   |
|                                                                                  |                                                                        |                       |
| \$695                                                                            | MEM= Memory Improvement                                                | (2-3)                 |
|                                                                                  | SPT = Sports Program                                                   | (2-4)                 |
|                                                                                  | STR/ANX = Stress/Anxiety                                               | (1-2)                 |
|                                                                                  |                                                                        |                       |
| \$795                                                                            | PM = Pain Management                                                   | (2-3)                 |
|                                                                                  | MTV = Motivation/Procrastination                                       | (3-4)                 |
|                                                                                  | EST = Self- Esteem                                                     | (3-4)                 |
|                                                                                  | ANG = Anger Management                                                 | (2-3)                 |
|                                                                                  | ADD = Attention Deficit Disorder                                       | (4-6)                 |
|                                                                                  |                                                                        |                       |
| \$895                                                                            | PHB = Phobia                                                           | (2-3)                 |
|                                                                                  | OCB = Obsessive Compulsive Behavior                                    | (2-5)                 |
|                                                                                  | GBL = Gambling                                                         | (1-3)                 |
|                                                                                  | SX = Sexual Dysfunction (erectile dysfunction, fear of intimacy, etc.) | (2-5)                 |
|                                                                                  |                                                                        | (3-6)                 |
| \$995                                                                            | WL = Weight Loss                                                       |                       |
|                                                                                  |                                                                        |                       |
| \$985                                                                            | CBR = Childbirth                                                       | (6, No Lifetime)      |
|                                                                                  |                                                                        |                       |
| \$1350                                                                           | ESI = Emotional Self Improvement/Depression                            | (3-6)                 |
|                                                                                  |                                                                        |                       |
| \$2250                                                                           | ALC = Alcohol                                                          | (2-4)                 |
|                                                                                  | DRG = Drugs                                                            | (2-6)                 |
|                                                                                  | \$3000                                                                 |                       |
|                                                                                  | WLN = Wellness (unlimited)                                             |                       |
|                                                                                  |                                                                        |                       |
|                                                                                  | <b>Pay-Per-Hour Programs</b>                                           |                       |
|                                                                                  |                                                                        |                       |
| \$150/hour                                                                       | FMD = Fibromyalgia                                                     | (13 sessions)         |
|                                                                                  | IBS = Irritable Bowel Syndrome                                         | (6 sessions)          |
|                                                                                  | HPT = Hypertension                                                     | (6 sessions)          |
| <b>Prices For Programs as of 8/4/2006 and are subject to change at any time.</b> |                                                                        |                       |

## **Appendix B: Sales Strategy Outline**

Remind people you are not a salesperson... You are a counselor

### **Never discuss money up front!**

You MUST get the answer to the 5 questions below before you answer the money question.

When they say "I just want to know what it costs" Good answers are:

It's a million dollars (optional - can get a laugh and develops rapport)

Well, if the program is not exactly right for you - there is no cost.

First I need to ask you just a couple of questions to find out if you are right for the program and if the program is right for you and then of course I will be happy to answer all your questions.

- Extent of problem?
- How effecting your life?
- Have you tried to quit before?
- What happened?
- Why are you ready to really make this permanent change now?

Congratulate them or tell them you are proud of them for making this decision.

Reinforce motivators in a positive way & give examples of success stories (can use the ones from the radio show until you've had personal experiences).

Details - Benefits to them

- Easier or effortless
- Little or no withdrawal symptoms
- Don't get stressed out
- Fast
- faster than any kind of therapy
- Smoking - usually just one session
- More effective
- much more than drugs (smoking)
- Wt. Loss - dealing with source (subconscious mind) instead symptoms. Goes to the root of the problem... reprogramming your computer
- Alcohol/drugs -- AA only 12% effective
- Permanent
- Less expensive
  - Than smoking - \$1000/year per pack of cigs + \$1000/yr in insurance costs
  - Than medical care that will be needed later on - diabetes, heart attack, cancer  
1:2 die from heart disease, 1:3 die of cancer/diabetes
  - Than being strung along by a therapist
  - Lifetime support guarantee

Paint word-pictures of positive futures:

- Stairs without getting winded
- Being there to enjoy daughter's wedding, play with the grandkids
- Being able to look good in a little black dress



- Not having to go outside to smoke in the cold...

WL:

- Help you change all your behavior
- Help you with portion control
- Making better choices
- Emotional eating and sugar cravings
- Motivation to exercise

Cost - \$100 non-refundable deposit and pay rest when you get here and of course that comes with our lifetime support guarantee - ever need help again absolutely no cost to you - even if you move we usually have a therapist nearby who can still help you

Often get an individualized recording that you can listen to over and over to strengthen the effects of hypnosis.

Generally about a 3 week wait - however a few sooner re-scheduled

What days work best for you? Can you get off work? Prefer morn/evening or male/therapist

Appointment - visa/mastercard electronic check (full amount)

Obj: (pay all now?): just deposit and pay when there?

obj: I can't afford -> how much can you afford per month?

Obj: Too much ->

not cheap - would you like to know why?

Um hmmm... and worth every penny

Of course - if it wasn't expensive it wouldn't be any good

Serious investment for serious people. What are your values? Really?

Obj: There's price and then there is cost - there is no cost... etc.

Obj: expensive: compared to what?

Obj: want to talk with wife - great let's get her on the line

Brochure THEN website, never offer website first.

## Appendix C: Quick Reference Notes:

### When you make a Sale

It is ESSENTIAL that you do the following things when you make a sale in order for the computer to log it and therefore for you to get paid:

1. Change the Sales Stage from Richmond Lead to Richmond Client or Affiliate Lead to Affiliate Client
2. Change the Date Sold to the date that the deposit was received.
3. Make sure that all contact info is filled in as completely as possible.
4. Task Meredith
5. Schedule appointment in the calendar
6. Send paperwork through Igor

## Your Daily Routine

### Regular Daily Activities

*These are the regular activities that you will repeatedly every day. Click “details” to go to the part of the document that is more specific.*

*It may be a good idea to print this page out and use it as a checklist as you go through your day.*

#### Start of Day

- ([details](#)) Clock in
- ([details](#)) Bring up Firefox or Internet Explorer
- ([details](#)) Sign in to Webexone and bring up calendars for Richmond therapists, all\_clients database for leads and the tasks all in separate tabs or windows.  
Sign in to [www.americanhypnosisclinic.com/intranet](http://www.americanhypnosisclinic.com/intranet) and bring up Igor and affiliates page in separate tabs or windows.
- ([details](#)) IM Meredith to let her know that you are available to take calls

#### Throughout the Day

- ([details](#)) Look up today's leads and bring up most pressing client record.
- ([details](#)) Look up nearest therapist (if not in Richmond) in affiliates database. See if therapists' schedule is online and find preferred date if possible (if not simply plan an arbitrary date three weeks out)
- ([details](#)) Call up the client record
- ([details](#)) Make Calls/Conduct sales
- ([details](#)) Look up prices/calculate payment plan through Igor
- ([details](#)) Schedule appointment
- ([details](#)) Take deposit
- ([details](#)) Send Paperwork to client through Igor and/or mail
- ([details](#)) Complete the Sale: Task Meredith and enter appropriate data into client record

#### Lunch and End of Day

- ([details](#)) Sign out