

Irresistible Offer

Setup (Bigger Context)

1. **Identify the Big Industry Change (Switching Trigger):** Healthcare is transitioning toward automation to eliminate inefficiencies.
2. **Define What's at Stake if the Customer Does Nothing:** Continued revenue loss due to outdated manual systems.
3. **Tease the Promise of a Better Way:** Offers seamless integration, increased efficiency, and revenue protection through automation and user-friendly tools.

Confrontation (Breaking the Old Way)

1. Identify the Current Alternatives (True Competition):

Manual referral and management processes.
Basic electronic systems that lack automation and integration capabilities.
Systems complicated, training time extensive, and setups not completed.
Over-reliance on staff for repetitive tasks that can be automated.

2. List Customer Frustrations with Existing Solutions:

Time-consuming manual tasks lead to inefficiencies and increased human error rates.
Cumbersome systems that do not integrate well with other healthcare processes.
High operational costs with suboptimal return on investment.

Patient/Caregiver Frustration: Cannot schedule, move or cancel appointments without talking to someone, waiting for callbacks, etc., often only during the 8-5 business day

3. Break the Old Way as a Viable Alternative:

Emphasize how outdated systems cannot keep up with the demand for streamlined operations and error reduction.
Highlight the increasing costs and risks associated with maintaining manual systems, especially considering ongoing regulatory changes.
Social workers gain efficiencies as they're able to initiate referrals to community resources and sequence these electronically, helping social workers gain valuable time to spend with patients vs. scheduling and liaising with community resource agencies for common referrals and requests

Resolution (Demo the Better Way)

1. Demonstrate How the Solution Overcomes Frustrations:

Automation and Integration: Your solution automates manual processes, reducing the time and effort required in referral management, and connects seamlessly with existing systems for comprehensive operational integration.

User-Friendly Interface: Designed with ease of use in mind, reducing training time and improving user adoption rates.

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Enhanced Efficiency and Cost Reduction: By streamlining processes through automation, your solution reduces operational costs and minimizes errors, leading to significant time and cost savings.

2. Ensure the Demo is Real, Concise, and Persuasive:

Showcase a short demo that highlights the key benefits in action, focusing on ease of use, improved workflow efficiency, and tangible cost savings.

Highlight user testimonials or pilot program results (if available) to underscore effectiveness.

Call to Action (Ask for the Switch)

1. Craft Your Offer Ask (e.g., Early Adopter Commitment):

Encourage prospects to join as early adopters with an exclusive offer that might include discounted pricing, premium support features, or a limited-time trial.

2. Position Your Pricing Logically:

Reinforce the value proposition by articulating the cost savings and efficiency gains they can expect relative to existing solutions. Explain that initial pricing offers account for these benefits and the value of being part of an innovative future.

3. Clarify Next Steps for Engaging Your Prospects :

Provide clear, actionable steps for prospects to reach out, schedule demos, or engage with your team for more details.

Offer easy ways to connect, such as a contact form, an easy scheduling link for demos, or immediate client consultation setups.

Examples:

"Join our early adopters and receive a 25% discount on your first year with full access to premium support."

"Experience our solution with a no-obligation demo and discover firsthand the operational efficiencies and cost savings."

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