



PRACTICE
MASTERY
INSTITUTE

The Practice Mastery Institute Referrals Kit

The resources included in this referrals kit are a significant part of a successful referrals strategy. The kit incorporates written materials which can be provided to the client, as well as scripts and posters to be used as part of referrals awareness within the practice.

Following are the key elements of your referrals kit.

1. The Seven Steps to Guaranteed Referrals

The Seven Steps to Guaranteed Referrals is a manual provided in the *Practice Mastery* modules section of *The Seven Pillars of Practice Management*.

I encourage you to avail yourself of not just this module, but the entire program. For the purpose of the referrals kit, we'll provide here the key scripts that relate to the referrals program.

Pre-consultation dialogue:

"Hi Bob, I'm Marcus Chacos, the chiropractor here. I'm going to be seeing you today."

Looking at the new client's file, if they have been referred by an existing client, I like to make the following statement:

"Ah, Bob, Steve sent you in. That's fantastic. Steve's one of our favourite clients and what's really exciting is that Steve, being such a wonderful person, is likely to only associate with other wonderful people. I think this gives us a great opportunity to work well together.

"What has Steve told you about INT and the way that we work?"

Now, take the client's history and do your examination.

Note: this script is pre-emptive, letting clients know you operate a referrals based practice.

Post-consultation dialogue

“Before we begin your treatment, I’ve got a favour to ask. When we achieve the results that you’re after—when, and only when, you are feeling great, fantastic and on top of things and feel that we’re moving in the right direction, (and I can assure you, we will get those results)—I am going to ask you a huge favour. I’m going to ask you to recommend [your practice name] to your friends, family and colleagues.

“As Steve has sent you in, we know, by association, that you are a truly wonderful person. And I think this has been proven in the time we’ve had together during this consultation. We know that because you and Steve are such great people that you will associate with other equally wonderful people. We want to be dealing with people like you; people ready to make the necessary changes to bring about the health and quality of life that you are capable of experiencing.

We want to work with positive, proactive people and to do that we find that a recommendation from a client who understands what it is that we do, and why we do what we do, works best.

“So with your permission, in about four to six weeks time when you are feeling fantastic, I am going to ask you for some referrals and perhaps to encourage people to take up the kind of care that we provide. Is that OK?

“That’s great, now let’s get started.”

Dialogue when reporting examination findings or when discussing a client's self-professed improvement

“It’s great that you’re feeling so good. I’d like to discuss something with you today. You’ll recall when we first began care I said that I would ask for a recommendation when we are achieving the results you outlined that you hoped to receive. You’re looking great and, based on how you have said you’re feeling and on the improvement in the results of our testing, I’d say we have made some great progress.

“As a result, I think this is a good time to see if any of your friends, family or colleagues could benefit from the care we provide at INT. But only if you feel that the work we are doing is of value to you and that it would benefit people you know. Do you think that the results we’re getting have improved your quality of life and are of benefit?”

Make sure you pause when you ask this question. Give them the opportunity to reflect on what you’ve asked because, if they have got the benefits they have defined and that you’ve clearly outlined through your consultative processes, they will be compelled to agree that those benefits are valuable, and that they would be valuable in the lives of everyone they know. You’ve now got them thinking. Continue with the following statement:

“We’d like to help as many people with the quality of their life as is humanly possible. Do you know anyone who would like to experience better health, energy and vitality; anyone who would like a better quality of life, to improve their relationships, their mental function or overcome any back pain, headaches, or weakness or insufficiencies?”

If needed at this point, hand them the referrals brochure and continue.

“Because if you do, we want to help people of a similar quality to yourself—wonderful, positive, proactive people who care about their health and the quality of their life. We want to help people who are willing to make the positive and necessary changes to bring about the benefits of the results that we know are possible.

“If you can think of anyone you know who might benefit from better health, energy or vitality, or who needs support with their diet and nutrition, their exercise, fitness, stress management or other lifestyle imbalances, whether it be friends, family members, a colleague at work or just someone you exercise with or have social engagements with, please could you let them know about what we do and give them the opportunity to benefit from the care we offer. If you could do this, we’d be really honoured and very appreciative.”

At this point in time they’ll be thinking, but a question or statement here doesn’t presuppose an answer. Continue with the following dialogue.

“Think of it this way. We benefit by being able to help as many people with quality health care as is humanly possible. They’ll benefit from receiving the extraordinary health care or lifestyle improvements that we provide. And you’ll benefit as well, not only because the people you refer will feel better and be grateful to you, but also because we want to offer you an acknowledgement for the recommendation and referral. For every client you refer, we’ll give you 10% discount off your next consultation, as well as a special gift. It’s outlined in the brochure there. So you’ll benefit too. It’s a win-win-win situation.

“The brochure tells you a little more about the referrals program, so if it’s OK, I’ll get you to read that and perhaps I could give you a follow-up call in a few days time. Would it be OK if I did that?”

In all my experience nobody has ever said, “No, I’m not willing to take part in this process.” They’ve all said, “Great. That’s fine. I’ll have a read of it.”

The above scripts allow you to effortlessly enter into the referrals dialogue and create a referrals-based practice.

2. Support team referrals

In the *Practice Mastery Support Team Mastery Manual*, there are scripts that the support team may utilise as part of the referrals process, enhancing the strategies used as part of your referrals campaign.

These support team scripts for referrals are abridged here.

Scenario 1 – satisfied client referrals

The first scenario in which the support team can reinforce the client referring someone to the practice is when the client themselves highlights that they are feeling better, that they are pleased with the results they are getting and pleased with the service of the practice.

When a comment like this is made, reception can quite aptly respond as follows:

Reception: “That’s wonderful [client name]. We’re always pleased to be able to work with our clients and get these wonderful benefits. Naturally, if you’re feeling that good about what is happening in your care, I’m sure that you would know other people who could equally benefit.

“Can you think of anyone at the moment who you might like to call and suggest that they book in for an appointment? I could give them a call on your behalf, if you would like?”

If the client is responsive, you can then follow up by making the client calls or, alternatively, have the client call the potential referee and have them book in.

Scenario 2 – impromptu referrals request

When a client has been coming for some time, it is evident they have received some benefit and that there is rapport and relationship. You may wish to communicate the following:

Reception: “[Client name] you have been coming to the practice for some time. We’ve seen you progress and get some wonderful results. However, we haven’t seen your friends or family (or if they have referred several people, comment that we have only seen a small number of their friends or family). We would truly love to be seeing more of your friends come in, or more of your family, and create a community and family feel within the practice. Is there anyone you know who might benefit from having a consultation with one of our practitioners?”

Dig deep to get some names. Ask them if there are any family, work colleagues, people in their social group, at their church, in their sporting groups, who may benefit from care. Once you have drilled down for some people who may benefit, continue with the following:

Reception: “That’s wonderful. Would you like me to give them a call and follow up on your behalf as to whether they would like a consultation? Or you might like to call them yourself and book them in.

“We’re dedicated and committed to serving the community and supporting people to achieve health and wellness. We would truly love to see them at a consultation. Would you be able to follow that up?”

Again, wait to see what their response is and follow through in an appropriate and balanced way.

Scenario 3 – referrals campaign

Here's another referral idea!

Reception: “[Client name], I think it is wonderful that you come in and get your <adjustments/massage (modality/therapy)>, but what about your family? Your <husband/wife/children> deserve(s) the benefits of health and wellness too. We would love to see them here. Could I schedule an appointment for them today?”

Be sensitive with the response. However, be passionate about your delivery of the benefits of a referral and the benefits of care.

3. Referrals price

The *Practice Mastery Marketing Alchemy Power Strategies* manual details a brief script that is used to stimulate referrals by defining a specific 'referral price' for clients recommending friends, family and colleagues to the practice.

The referrals script from this manual is as follows:

Reception: “Thanks for choosing [practice name] and, by the way, would you like the referral or non-referral price?”

The majority of clients will be uncertain exactly what this means and will ask for some qualification or differentiation between the two. This gives you the opportunity to continue with the following script:

“Well [name], we’re aware a lot of our clients come from people telling others about our care and the services we provide. For that, we reward those who recommend their family, friends, colleagues or associates to us. If you know two people who might be interested in receiving care at [practice name], and you provide their contact details, we will give you the referral price—and that is 20% less.”

4. Write and ask

Asking for referrals is an essential part of a proactive referrals campaign. The *Done-For-You Business Growth Program* has a series of powerful referral letters. Here are several of those letters:

Letter 1: Referral request letter after positive comment.

How to get free healthcare for yourself and your family

Dear [Client's Name],

Thank you for your wonderful comments on how you have benefited from the care you have received and how much you appreciate the work we're doing here at [practice name].

It is important to us that we achieve these results with and for you, and it's equally important that we hear this feedback so we know that we're on the right track.

And thank you for allowing us to be part of your life and your approach to health care. It truly is rewarding for us and an amazingly humbling experience.

I do want to ask a favour though. While you have made tremendous improvements—and we're gratified by this—there are still people out there in the community who are suffering needlessly when they could benefit in the same way that you have. In fact, you may know some people who could benefit from the work that we do; family, friends or work colleagues who are experiencing discomfort, pain or other symptoms that are interfering with their quality of life.

We want to help these people too. In fact, we want to help as many people as is humanly possible to ensure that their health is at the highest level possible.

To that end, I'd like you to take some time to consider who you might know that could benefit from the care we provide, and if you feel they'd be responsive (and you'd be comfortable to provide this information), then I'd like you to fill in the form on the other side of the page, providing their name, contact number and address details.

Once you've completed this form and returned it to our office, we will send them a letter, together with a gift voucher (as a gift from you) to attend a free initial consultation where they can decide whether or not they feel that the care we provide could be beneficial to them, and whether we can help them move in the right direction to recapture incredible health, energy and vitality in the same way that you have.

For every new client who books in, we'll provide you a gift voucher that you can use for your own care, or give to a family member so that they can also access health care, as your gift to them.

This means that you get additional chiropractic adjustments, massage, naturopathic visits or other consultations as a gift from us—simply by providing the gift of health care to the people in your life that you care about.

I truly believe this is a win-win situation for you, your friends and family, and for the practice, to be able to make a dramatic impact in the health and life of our community.

In fact, the way we look at a referral is that there is no better compliment that we are doing a great job than the recommendation of a client to somebody they care about.

So, if you can help us help the community, then we'd be very honoured and appreciative—as, I am sure, will the people you recommend.

Yours in health,

[Your name]
[Profession]
[Practice name]

Letter 2: Referrals letter after enquiry if you can help

Let me answer your question with a considered reply and a heartfelt offer

Dear [name],

The other day when you came into the practice, you asked if I thought I could help a friend of yours with their health. I am sure I can—though we will only know by talking to them and finding out more about their condition.

And to help them out, I am going to do something truly valuable.

Attached to this letter is a **Gift Certificate** for an initial consultation (valued at \$120) that I'd like to offer your friend. If I could make one request though—please pass this on to them as soon as you can so that we can help them as quickly as possible.

When you give them the certificate, please let them know that they can contact us any time (the number and our e-mail are on the card) and we'll book them in for a no obligation consultation as a gift from you.

And as a way of saying thank you for trusting in our practice and referring someone you care about, we'd like to demonstrate our gratitude and appreciation by gifting you with a free visit too. Your **FREE Consultation Certificate** is attached also. Simply bring it in to your next appointment and that visit will be gratis!

Thank you again for your enquiry and interest in the health of someone you care about. If you have any questions, please don't hesitate to call.

Yours in health,

[Your name]
[Profession]
[Practice name]

PS If your friend doesn't want to take advantage of this amazing opportunity, you are more than welcome to pass this gift certificate on to another friend or family member who does.

PPS Thank you once again for believing in us and allowing us to be a part of your life. We really appreciate it!

Letter 3: Family referrals letter to a new client

Welcome to our office, plus a valuable gift

Dear [name],

Welcome to the [your practice's name] family and thank you for trusting us with your health care needs. I'd also like to offer my congratulations (and appreciation) for taking time to care for your health, and making your health and life better through this choice.

When at our practice, we want you to feel like part of the family. We want you to feel comfortable to be able ask any questions or make any requests and we'll do all we can to make sure your health is on track as soon as is humanly possible.

We also want to offer you a valuable gift. Because we are a family practice, we want to be sure that all of our clients' families are achieving the health they deserve. So, as a new client, we'd like to extend a very special offer to your family to come in for a health check. There's no charge for this. It's simply our way of saying thank you for trusting us with your health and ensuring the health and wellbeing of our clients' families are taken care of.

This offer is available for new clients and their families... though only within the next two weeks.

If you have any questions, please do not hesitate to call. We're here for you—and your family—and are truly excited about beginning your health journey with you.

Thank you once again for beginning care at [Practice name].

Yours in health,

The [Practice name] Team

PS Please be sure to book your family's appointments as soon as possible to ensure you get the times you want.

PPS Call reception on [phone number] and let us know you've received your family referral letter and we'll take care of the rest.

5. Postcards

In addition to the referrals letters sent to clients, postcards can be used as a referral tool as part of an active marketing campaign. Here's some powerful text you can design into a referrals postcard:

(Front of card)

Your next [Chiropractic Adjustment] is on the house

[our address]

[their address]

To find out why turn the postcard over

(Flip side)

It's our way of saying THANK YOU!

Recently you sent someone you care about into our practice. This is the greatest compliment a client can give us... and we are truly grateful and very humbled.

So we wanted to say a big, HUGE THANK YOU for caring so much and for recommending our practice. By way of thanks, we have ensured your next visit is FREE. Simply bring this portion of the postcard to your next appointment. The other half of the card is a gift voucher for a FREE initial consultation, so you can help another friend, family member or colleague. Tear that section of the postcard off and give it to someone who could benefit from the care we provide.

Thank you once again and we look forward to seeing you at your next appointment.

The [Practice name] Team

6. High Performance Client Care

One of the key success strategies with referrals programs is being able to deliver outstanding service and extraordinary care on a consistent and reproducible basis.

If you are able to bring moments of joy into the life of your clients and achieve powerful and effective health results, it's not a matter of if the clients will be happy and become raving fans, telling everybody they know, it's a matter of when.

However, success in a referrals-based practice rises and falls on the quality of the care and service you deliver, and that the client perceives they have received.

While there are no specific materials inherent within this checkpoint, it is simply a reminder to make certain you are doing extraordinary things for your clients.

7. Referral signage

It's important to have information in the reception area, at the reception desk, and even in the consultations room, emphasising the fact that you are a referrals-based practice and are accepting referrals.

The posters to initiate a referrals campaign and for client 'referral awareness' will be sent in a separate email as attachments.

8. Gift vouchers

Gift vouchers are an integral part of the referrals strategy, providing potential new clients an incentive to enter care at a reduced cost.

Craft a gift voucher and provide these to your clients.

Conclusion

Naturally, there are a number of other ways to create referrals (and these are detailed and discussed within the *Practice Mastery Marketing Alchemy Power Strategies* program). However, there are sufficient materials here to create an avalanche of new clients from referrals and, as detailed in the webinar, it needs to be implemented immediately. Doing this absolutely guarantees the successful creation of a busy, successful, referrals-based practice.

I wish you every success on your journey.

Marcus Chacos for the *Practice Mastery* Team