



PRACTICE
MASTERY
INSTITUTE

POWER STRATEGIES

Essential Marketing Strategies
for Extraordinary Practice Success



YOUR MARKETING ALCHEMY HIGH PERFORMANCE CLIENT CARE MANUAL

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What can be said but not practiced...
is better not said.

What can be practiced but not spoken of...
is better not done.

[So] ultimately [you] will be able to speak without
trouble and act without disgrace.

– *Thomas Cleary*

Keep it with faith.

Practice it with keenness.

Perfect it with faithfulness...

then, though the task be great, you shall surely succeed.

— Thomas Cleary

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HIGH PERFORMANCE CLIENT CARE

POWER STRATEGIES: HIGH PERFORMANCE CLIENT CARE

CLIENT SERVICE AS MARKETING

This particular strategy is for the support team because they are part of the marketing process as well. While the *Practice Mastery System* has an entire program, the *High Performance Client Care Program – Delivering Outstanding Service and Outstanding Care on a Consistent and Reproducible Basis*, dedicated to this point, here are some key points to high performance client care as it relates to marketing.

1. Answer the phone with professionalism and a genuine desire to serve. Answer the phone in a professional and courteous tone, however, more important than the way in which you answer the phone is the intent with which you answer the phone. A true and uncompromising service attitude goes a long way into building credibility and trust with the client and allows your phone technique for the initial contact to be a powerful marketing message.
2. Greet the client as a welcome and honoured guest... continue your genuine service-orientation of the client, give them your attention, your focus and begin immediately to treat them like family.
3. Be empathic and understanding... listen to the client, be aware of their needs and any challenges, problems or difficulties they experience. Be part of the solution or, in the very least, ensure the practitioner knows of these challenges and moves towards a rapid solution.
4. Address immediately any questions, concerns or problems that arise... do everything you can in order to be a genuine solution-finder for your clients.
5. Uphold pre-eminence and the service philosophy... wherever you see obstacles, challenges or blocks to pre-eminence or the service-orientation philosophy of the practice, bring that to the attention of the practitioners, the business owner and manager. Find a way to remove these barriers to the genuine and empathic service and care for the practice's clients. Anywhere where there is a system, a policy or even an unconscious action that takes away from the service-orientation of the clients, find it, remove it and supplant it with something that is aligned with the service-orientation philosophy and pre-eminent care for the clients.

6. Follow up... any action that needs follow up, ensure that you follow up on it. It could be a request from a practitioner, it could be a comment that a client makes in respect of something that they would like to see done, or that they need. It could be giving clients their gifts, their educational material, or a reminder call. It may be thank you calls that you make to express gratitude for the progress they are making on their care. Whatever it is, follow up on it and make sure that it is attended to promptly and professionally.
7. Keep the practitioners on track... make sure that the practitioners are attending to each of the clients' health and wellness goals. Ensure that the practitioners know and understand any events taking place in the clients' lives that they may be able to support, provide solutions for or address within their consultative processes.
8. Encourage and motivate the clients... the support team can encourage, motivate and support the clients. They can be there for them, not only as an ear, but as a support resource enabling them to continue progressing on their journey forward towards health and wellbeing.

The types of experiences that clients receive with this type of support creates in their minds an incredible sense of importance, connection and genuine appreciation.

The client that feels this way... tells their story to everyone!

It is inspiring to them, it is powerful for them.

Bring this experience into the lives of your clients... and they will do the marketing for you.

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*Transforming **your** health care practice **your way***

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