

QuickCharts Sales Training-

Selling Benefits (not features)

1. BE MORE ORGANIZED

Every Patient Generates:

- New paper chart
- Pull Chart
- Re-file chart

Most Chiropractors see patient 40+ times per year = 1 hour/year just to pull charts

It is the staff's job to pull charts.....

We free them up to make calls, etc....

2. BETTER DOCUMENTATION

- Show sample of chart the old way
- Show our notes

3. REDUCED TIME: NOTES/REPORTS

Explain note request process

- Copy chart or Type up chart = Word
- Also "report" process (PI/Insurance Case, etc)

Save ½ report time

Save all chart pull time

Save normal "Note-Taking" time!!

We use a ROI calculator to show value on long-term investment.

4. AUDITS

Explain day to day audits

Explain major audits (150 – 200 notes)

- Explain consequences of failing
- How QC can help

PROSPECTING

Calls – Walk In & Phone

Takes tons of calls to get demos.

1. Try variations in times.
2. Call 25 new prospects each day.
3. Find out when to call back and do it again. ☺
4. As for email if they are being hard to reach or fax "Could I send 1 page over?"
5. Keep trying until doctor says NO – Unless staff is spouse, they have little authority.
6. Walk-ins – 2 days/month. It works and is good exercise!!

EMAILS

Create a few and send a similar one every other week to your "list". Put this on calendar for next few months so you don't forget.

FAXES

1x per month.

Make sure it has a good offer and reason for them to call.

Sales Process

DISCOVERY: Introduce, talk about company

Questions – Billing software? How do they do notes now?
Is this something that will help you?

SET APPT/DEMO: Demo is best next move, but settle for a 5 minute call if possible.
During 5 minute call - discuss benefits/as for a demo.

DEMO: You will learn demo during first few demos w/Alex.
Keep it short & powerful.
Ask for Business/Close

CLOSING:

- Ask right after demo
"So, what do you think?"
- Ask how to follow up & when
- Try to set appt for follow up call
- Continue following up and asking for deal
- Leasing options
- CC – any type
- Check

SALES TIPS:

1. Call early – try to call when doctor might answer (lunch, evening, Saturdays) Leave a good message – “Doctor _____, it’s Alex with Quick Charts. Could you give me a call?”
2. Sell Benefits/Not features -
Don’t forget SERVICE!!
3. Stay in front of them -
Call, email, FAX, mail, walk-in....
3. Numbers – Make the calls, do the work and it will pay off!