

Pro-Strategy #1: Sales/Marketing

Maximize the lifetime value of every client vs. always chasing new ones

What Most People Do:

The collective cry of chiropractors everywhere goes like this: "I need to grow my business. I must need more clients. To get more clients, I'll have to reach more people. That means I always need to be doing something . . . events, talks, screenings, networking groups, etc." For chiropractors who are introverts, that's a nightmare. I call it a "marketing awkwardtunity." Even for extroverts, it can be exhausting! Most importantly, it doesn't offer a big enough return on your sizeable investment of money, energy and time.



What To Do Instead:

Maximize the lifetime value of the clients you already have instead of constantly chasing new ones. How? By mastering the "middle parentheses." There are three "parentheses" of every new client's experience.

1. What it took to make the phone ring.
2. From the time the phone rings until the end of their initial, intensive care.
3. Their transition into a wellness care plan that continues year after year.

Inside the middle parentheses is where you turn a short-term client into a long-term client. Preventing and overcoming objections is a sales strategy that happens inside the middle parentheses. So is earning trust, creating clear choices, and educating clients so they're empowered to make good choices about their continued care. That's how you maximize the value of every new client so you have hunt down fewer of them.

One Thing You Can Quit:

Pro tip: Networking groups are NOT the best places to find new patients. Yes, they can be lovely. You may meet really nice people, make connections, share ideas and feel listened to. But at the end of the day, people join networking groups to fill their own businesses. Under pressure to refer (and get referrals from you!) they may come in or refer others for an initial appointment and then not stay on as clients ... because they weren't truly there for the care.

One New Thing To Try:

Make a list of common client objections to continued care. Have thoughtful responses prepared ahead of those client conversations. The best responses articulate clear benefits (to them!) along with the risks of not continuing.

Pro-Strategy #2: Support

Know what piece of the puzzle you are and hire the others

What Most People Do:

When hiring, it's human nature to look for people who are a lot like us. For chiropractors, that often means trying to hire employees who think like entrepreneurs. One big problem with hiring employees who are entrepreneurial is that they will very likely go to chiropractic school and move on. Even more importantly, you don't really need a whole team of people who think just like you. You need people with strengths that are complementary to yours.



What To Do Instead:

Consider yourself to be one piece of a puzzle and hire the other pieces that fit best with you. Most of the time there are two types of people chiropractors need to support a thriving business:

1. STABILITY-MAKERS and
2. RAINMAKERS.

Stability-makers organize your office and your operations. They streamline systems. They create checklists. They make things run. If you are not a stability-maker, these people will do what your brain can't or won't. Rainmakers, on the other hand, are enrollers, educators and advocates. They can be powerful spokespersons for you and your business. Some chiropractors are less expressive than others. If that sounds like you, a rainmaker running your front desk could be your perfect complement.

One Thing You Can Quit:

Now that you're going to stop trying to hire people who are just like you, go a step further and give up thinking that the people you hire to support you will approach their jobs just like you would. They won't. Hire people who WANT to be there and have skills to bring to the table. Then realize that they will still need a ton of structure from you to do a great job.

One New Thing To Try:

Name your highest values and look to hire people who hold those same values. At the same time, know whether you're a stability-maker or a rain maker and look to hire people who are the opposite.

Pro-Strategy #3: Systems

Make sure the administrative process doesn't interfere with your clinical process

What Most People Do:

We often think a client doesn't choose chiropractic care because they "just don't get chiropractic." But studies show that 70% of customers leave a business because it wasn't easy to schedule or the person at the front desk wasn't helpful. In short, the experience your clients have before they ever even walk through your office door matters. When people call your office, they're vulnerable because they're often in pain and they need help. Your front desk systems (or lack thereof) can't make life any harder, more frustrating or more confusing for them. Confuse them and you will lose them!

What To Do Instead:

Do you know how many people call into your office for an appointment and then don't book? That's an important statistic. If you don't know it, have your person on the phone track it. Also have that person track the questions they receive and the obstacles they face to getting a client scheduled and to your office. Then put systems in place to help your front desk overcome those obstacles. For instance, make sure your front desk is trained to give clear information about what insurance does and doesn't cover, what to expect at an appointment, and really clear directions to your office.



One Thing You Can Quit:

Quit assuming that GPS will get new clients to your front door. Include as many details as possible to make it EASY. A good tip is to put your office address into your own GPS, then create better driving instructions that bring them all the way to your office door.

One New Thing To Try:

Listen to your incoming calls. Create scripts for as many processes as you can. Practice them and help your team to represent you and your product with the excellence you desire.

Pro-Strategy #4: Self

Become aware of your "people patterns" to expand your success with all clients

What Most People Do:

What's easy for all of us to believe is that our patients are wrong, the public is annoying, and people who don't already trust chiropractic are hard. What's less obvious is that our own people patterns could be the source of that turbulence AND that gaining new awareness of our own patterns can shift everything.



What To Do Instead:

Expand your sense of self and begin to recognize the "people patterns" that could be holding you (and your practice) back from realizing greater success. For instance, what personality style triggers you? What type of client makes you doubt yourself? When do you tend to make little mistakes you don't normally make? What client interactions do you find yourself shrinking from?



One Thing You Can Quit:

Quit letting the part of you that wants to be liked or that shrinks from confrontation make your tough business or client care decisions. Instead, invite the most connected, wisest part of you to be in charge.

One New Thing To Try:

Keeping a journal will help you notice patterns that aren't immediately obvious to you.