

Consultation Value Proposition

List 3 things that happen in a consultation and how each one benefits the patient.

1.

2.

3.

List the 3 most common questions asked on the phone or in email by prospective patients.

1.

2.

3.

Now, brainstorm as a group to discuss the best ways to address these questions and turn the conversation toward scheduling the consultation. For example, if someone asks several questions about a procedure you might reply, "Nancy, it's clear you have a lot of detailed questions about tummy tuck surgery. Dr. Smith is the best person to answer your questions and I know he would love to meet with you. Can you come in on Thursday morning?"

What training or experience sets your surgeon apart in your market?

Consultation Value Proposition

List three practice policies that demonstrate the commitment to serving the needs of your clients.

1.

2.

3.

Hint: Consider everything from where the practice is located to the doctor's schedule and availability.

If a prospect is unwilling to schedule a consult now, list three ways you can keep in touch.

1.

2.

3.

Hint: Think about the resources at your disposal that would be valuable to someone considering surgery.