

The art of connection
You have to bond with your patients if you want them to say ‘yes’ to treatment. Author Ashley Latter offers some invaluable advice

You see, ‘ME’ is my favorite conversation. He asked me questions about what I required and presented some quotations he had already prepared on the basis of a quick telephone conversation we had had on the day before. You know what, I had already decided to do business with Brian and New Bank before I had seen the offer he was making to me. I was very impressed and had probably decided in about five minutes. Why, because Brian had taken the trouble to find out all about me, before he came to see me and was genuinely interested. We also found several topics we were genuinely interested in – football, cricket etc. We were connecting.

What’s happened since
1. One of his associates came and tried to convince me. He collected the forms and all necessary paperwork within 24 hours.
2. I had regular telephone calls from his PA, Stephanie, every other day, informing me of the progress of the loan.
3. Once we had completed, I got a telephone call telling me the money was ready and available to spend.
4. A few days later I got a bunch of flowers thanking me for my business and for choosing New Bank.
5. It was harder to do business with New Bank, as I had to provide information that my existing bank already had, however it was a joy to do business with them.

‘We must have spent at least 20 minutes discussing my business and my life, and I was in my element’

The meetings commence
Existing Bank arrived. There were two of them and they were nice and pleasant. They built rapport fairly well, although they were questioning me on what I did as a business. Twenty years as a customer, yet they did not know what I did for a living. They offered a really good scheme and I said that I would think it over with my wife.

New Bank arrived on time. There was just one of them and he was called Brian. Brian spent the first few minutes asking me lots of questions about my business and my website, which he had visited the day before, and about some of the training I had delivered. We must have spent at least 20 minutes discussing my business and my life, and I was in my element.

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5. Ring the patient at home afterward and ask them how the experience was. You and your team will never get a second chance to make a first impression. It is only when you really connect that a transaction will take place.

Really focus on getting the customer to like you and ‘connect’ with the patient. It is only when you really connect that a transaction takes place.

Look the part. Nothing more to say here.

Once you have gained commitment, do everything possible to make the experience a great one. ‘Wow’ them at every opportunity, keep them updated with what is going on and of course, common sense here, thank them for your business.

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About the author
Ashley Latter

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