

# Understanding and Reinforcing Your Service Value Proposition

Everyone, at every stage in their practice, must understand and reinforce their service value proposition. The receptionist or customer service representative (CSR) is no exception; in fact they have the greatest challenge because they cannot obtain any visual cues from the caller. They have to listen for and manage callers' anxieties, expectations, questions, hopes and dreams all within the span of a few minutes. After capturing the patient's concerns and goals, they must deliver the unique selling point of your practice in response to the caller's questions.

Many callers will want to shop for price and will specifically inquire, often early in the phone call, about the price your practice charges for a particular procedure. One way to manage this is to frame the pricing question within the larger context of artistry, for example:

**Caller:** How much are your rates for Filler X?

**Receptionist:** You'll love the results Dr. Smith gets. He's a real artist with injectables. Price will depend on how much filler is used, generally (describe price range). Dr. Smith uses just the right amount to make your results look natural.

As you can see from this example, what goes unsaid is, "Why would you want to trust your face to someone who might make you appear artificial when you can attain a natural look by an experienced provider. (And isn't this worth a few dollars more?)"

There are other ways to answer the pricing question and provide reassurance that the prospect is making the right choice. Some effective answers are:

Our pricing is very much in line with the other top doctors in our area.

The procedure usually costs between \$X and \$Y and we offer convenient monthly payment plans starting as low as \$60 per month. You might be able to find this procedure a little less expensive elsewhere, but few doctors are as good as Dr. Smith.

Another common inquiry from potential patients is asking about the latest skin rejuvenation or body shaping procedure you are offering. Your receptionist or CSR must be thoroughly educated on all products and services you offer to avoid the catastrophe which accompanies being uninformed. For example:

**Caller:** Can you tell me more about the new laser procedure you are advertising?

**Receptionist:** Gee, I don't know too much about it. We only just got the machine a few days ago.

To avoid this situation try following these steps:

1. Ideally, every person in the practice who is a good candidate for

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the procedure should be treated first. This way they can give first hand information. You must be committed to having your staff undergo your services so they can become your best ambassadors.

2. If your staff members are not good candidates for a procedure, encourage them to bring in friends and family.
3. Create, practice and refresh a thirty second features and benefits statement about each procedure. This is called the "elevator speech." Test your staff on their knowledge of the elevator speech periodically to make certain they are getting it right.

Even innocuous questions can provide an opportunity to instill value, as in this example:

**Caller:** Where are you located?

**Receptionist:** We're conveniently located at the intersection of X and Y, but Dr. Smith has patients who travel all the way from (pick a location miles away) just to receive treatments.

Once decided upon, all of these responses should be worked into conveniently accessible scripts. These scripts should focus on the unique and positive selling points of your clinic and services, including experience, reputation, competitive price (even exact amounts) and extraordinary service, mainly why the service of interest is great and why your clinic is the best place to have the service performed. Always highlight the benefits of your product and keep focused on the closure to consult, where everything will be explained fully.

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