



## *Tips to a*

# Successful Sales Transaction

A good ad or promotion will get the *attention* of a prospective patient/customer/client and if they read an informative brochure or flyer most of their questions will probably already be answered and the face-to-face or call-in will be about accepting payment and completing the sale.

If you don't have an informative brochure or flyer, the face-to-face or call-in will be a question and answer session and you shouldn't expect a sale.

Steps:

1. Answer questions succinctly
2. Prices should be clear and concise AND WRITTEN
3. At least 2 payment options should be available
4. Refund or guarantee policies should be clearly stated
5. Get their contact info
6. Do not ask if they want to buy but rather how they wish to pay
7. Offer all payment channels such as credit card, check, cash, insurance, etc.
8. Attempt to overcome objections without sounding argumentative or pushy
9. Give the option of "reserving" the product or service for processing at a later time

If you are successful in achieving the above it will result in a successful transaction.

**“10,000 flyers distributed into your community can bring in potentially **200 new patients**. This translates into approximately **\$200,000** in increased revenue for your practice. Can you get a better return on your investment?”**

-James Ko, MPT, President

Statement based on a 2% response rate and \$1,000 average new patient revenue.

Ask IndeFree to help design a flyer that works!