Why Profits Are Slipping through the Cracks!

Most practitioners do not do enough to follow-up on their patients and interested prospects. Typically they communicate once after initial contact with the prospect, if at all.

Bad idea!

It’s not enough to tell your list about something once, twice…even 3 or 4 times because study after study show that takes at least 7 contacts to make a sale. Your patients are constantly in a “moving parade” of their needs and desires. You cannot control when your prospect is ready for your solution so it’s your job to be there for them when they are.

So how do you keep in front of your prospects in a manner that does not make you a pest? Here are 6 different ways to follow-up beyond your contact.

1. FAQ
2. Reasons Why
3. Other People Responded (Testimonials)
4. Time’s / Spaces Running Out
5. “I Goofed”
6. 2nd Chance

#1 – FAQ
This is a super easy way to follow-up because you are sending out “FAQ” or Frequently Asked Questions. People love the question & answer format because it doesn’t seem like they are being sold. It slips right under that “advertising radar.”

Another thing that is great about the FAQ is that it allows you to answer and overcome objections by asking the questions around that objection. (One of the first things you should always do before writing copy or formulating your offer is brainstorm objections of why people won't buy!)

Once you have your FAQ's set up, email them with the subject line of Answers to your questions about XXX or include them in you a special mailing to your list
It’s a very simple Q&A format that really works like magic because it gets underneath a prospects “advertising radar” and is a perfect follow-up.

#2 – Reasons Why
This is another simple one to create. You just think of 7, 12, 19, 28, 612…whatever number of reasons why patient should visit your office. People love having real reasons why they should act and you are giving them an entire arsenal of purchase justifications. This makes for an easy email to create since you are just writing short, little reasons-why.

#3 – Other people responded
Comments and testimonials from current patients are another great resource of material to share, especially if the referral is from someone initially was skeptical of your work or services.

#4 – Time/Space is running out
If you have a scarcity type offer – a quick note mentioning how many spots or how time is left in the deadline is always a sure profit maker. A deadline is incredibly powerful for getting people to act – but you need to do it with integrity.

#5 – “I goofed”
This is a really good one to use and the goof can even be a reiteration of one of the previous items. For example, “I goofed. I thought we only had room for X more patients at our implant seminar, but we really have room for X+6, so hurry before these last 6 seats are taken.” OR “The lab goofed and I have a $10,000 credit that I am sharing with my patients.”. Obviously you need to use the “I goofed” option judiciously.

#6 – 2nd chance
The easiest one is the last follow-up I’ll share with you. You literally only need to add

“2nd and Final Notice”

to the top of you last letter or email, and then reuse the copy again. It’s that easy.

With these 6 follow-ups, you’ve got no more excuses for not capturing more profits from every prospect.

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