

PLANTING SEEDS

The growth and sustainability of any practice is dependent on the influx of new practice members. As a Power CA you have the opportunity to plant seeds, fertilize seeds and decide which seeds are viable for planting or not. While the module on planting seeds shows a team training on these scenarios, this resource gives you some specific scripts to use during a team meeting.

SCENARIO 1

CA: Hi Bill! Good to see you today! What did you do for your weekend?

Bill: I went to visit my mom.

CA: That's nice! Where does she live? (CA is qualifying the potential patient. If this person lives too far from our office the person is disqualified from the fertilization questions.)

Bill: She lives right here in town.

CA: How is she doing?

Bill: Well she has been having really bad hip pain.

CA: Have you thought about having her checked by Doctor X?

Bill: I would love to, but she is very hesitant.

CA: Bill, what do you think it would take for your mom to understand what you do about chiropractic?

Bill: I don't know. She is pretty stubborn.

CA: Well let me tell you what others have done (Have a menu of options)

- 1. You could have her come with you on a future adjustment.**
- 2. She could come to our next Wellness Orientation Workshop.**
- 3. I could have the doctor call her.**

What do you think would work best for your mom?

Bill: I think she would like it if you called her.

CA: Great Bill! What is her name? And best number and time to call her? OK, I will have the doctor call her tonight. Can you just let her know that the doctor will call her tonight?

SCENARIO 2- See module for full explanation.

Practice member went for a hike with his/her spouse.

SCENARIO 3- See module

Practice member went to see his/her child's soccer game.

SCENARIO 4- See module

Practice member's child was sick over the weekend.

SCENARIO 5- See module

Practice member says, "I wish I could get my husband/wife to come in."

PLANTING SEEDS VALUE ADDS

1. *To a practice member who referred another.*

CA: Boy Mary, you must feel so great about yourself!"

PT: Why?

Dr. or CA: Because you referred Bill to our office. Have you talked to him lately? He's feeling great, and it's all because you told him to come here!

2. *To a practice member who is seeing progress.*

Dr. or CA: Mary, you must be enjoying life more now that you feel better, huh? Can you imagine how many people out there in pain could feel as good as you do if they'd only go to see a chiropractor? I mean, if every person in this office sent just one person to a chiropractor, imagine how many people would be helped!!!

3. *To the practice member that was referred by their medical doctor and is seeing great progress.*

PT: Doc I can't thank you enough for helping me with my back pain.

Dr. or CA: You should thank Dr. Jones, your medical doctor, because she referred you here.

****THIS IS HUGE BECAUSE THE REFERRING DOCTOR GETS FEEDBACK ON THE GREAT RESULTS THE SHARED PATIENT IS RECEIVING AND PUSHES MORE REFERRALS YOUR WAY****