

The Practice Leverage Formula™ Scripts

To master the practice leverage formula, in addition to mastering the conversion consultation script, you will need to add this next step once you have finished the introduction section of your conversion consultation script.

Choose one of the following two:

“The Assessor” script (to position you as the expert of assessment not treatment)

In the assessor frame, after you have gone through the initial 3 mins of your conversion consultation script, which will remain unchanged, you just add this bit:

“I’m the expert assessor and treatment planner here at X, I’ll be responsible for identifying exactly what is going on, what the problem is, what needs to be done about and developing the best plan for you to get the results and recover that you want. And this is (name) who is our expert at providing the treatment that I recommend and ensuring you get the best outcomes with our plan”

“The Expert” script (to position your staff member as the expert in that particular condition)

“Today I’ve brought in name, because they are an expert in (insert condition) so I’ll be getting (name) to deliver the treatment course that you need to get the best result possible.

Patient, please meet name”