



CONTOUR
LIGHT

**JUMP START YOUR
CONTOUR LIGHT BUSINESS**

YOUR IMAGE

GOAL FOR THIS LESSON

- Recognize that attention to the details for you, your staff and your office space are an important part of your success
- Pay attention to your attire as well as the attire of your staff
- A well trained staff can increase your overall success
- A clean and updated office reflects on you
- All marketing materials and your web site must be coordinated
- Setting goals for your office will help you succeed
- All staff needs to be trained in proper office procedures and client relations
- The telephone is your clients very first impression of your facility
- Your reception area needs to educate your patients and clients and promote your Contour Light Business



CONTOUR
LIGHT



Your Total Image

- You never get a second change to make a first impression.
- Your patients perception of you, your staff and your office is your reality.
- Pay attention to the details..



CONTOUR
LIGHT



YOUR ATTIRE

A recent survey found that patients and clients want to see their Clinician wearing:

- 51% White Lab Coat
- 30% Scrubs/Uniform
- 10% Suit/Tie
- 9% Didn't care
- Most patients preferred the Clinician to be in a white lab coat for their consultation. It seemed the most credible and professional to them.



CONTOUR
LIGHT



ABOUT YOUR STAFF

- Your Patients and Clients will spend more time with your staff than with you, therefore; it is important that they are as committed to the success of your business as you are
- They must be trained to understand your Contour Light business. Make sure that they are as well trained as you are.
- Your staff must be professional, kind and caring with your patients and clients every time!
- Your staff should think of their job as a sales position. They need to use their skills to promote you and your business.
- Hold regular training sessions and require that all staff members who work with your patients and clients to attend. Make them short and meaningful!



CONTOUR
LIGHT



CONTOUR LIGHT CARE COORDINATOR

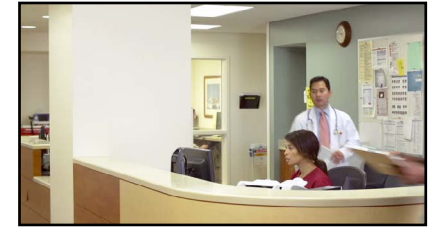
Assign a staff member to be your Contour Light Care Coordinator. They will act as a buffer between you and your patients or clients

Responsibilities:

- Promote you and the Contour Light procedure
- Book appointments
- Follow up with patients and clients on an ongoing basis



CONTOUR
LIGHT



YOUR FACILITY

- A Nice Clean work space is an indication that you will take the same pride in your work. Take an objective look at your office and ask yourself “What does your office say about you?”
- Replace old plants with updated pottery
- Replace dated drapes and blinds
- Give your space a fresh coat of paint with updated colors
- Keep your office dusted and clean at all times
- Keep fresh flowers at your reception desk



CONTOUR
LIGHT



MARKETING MATERIALS

- 80 % of new patients and clients believe that printed material is important
- Keep Your website and marketing materials coordinated.

Fortunately we provide you with templates for all the marketing material that you will need. Be sure that anything that you produce yourself coordinates!



YOUR LOGO

Your Logo is your name, graphic and tagline, creating an appealing identity for your practice. You will want it to create a lasting impression.



GOAL SETTING

- Share your vision with your staff
- Give a copy of your goals to every staff member
- Work with your staff and provide a mapped out plan to reach your goals.

OFFICE PROCEDURE AND PATIENT RELATIONS

Why Patients and Clients leave a facility:

- Impersonal service
- Rude or dismissive staff
- Poorly trained staff
- Unprofessional Image
- Condescending staff
- Felt oversold
- Felt they received less than promised
- Felt disrespected





TELEPHONES

- The ringing telephone represents an opportunity for a new patient or client
- Anyone answering the phone needs to be trained and ready to set a new appointment.

Some Traits of a good receptionist:

- A friendly helpful nature
- A genuine interest in people
- Enthusiasm when speaking on the phone
- Address the caller by name
- Apologize when a caller is put on hold
- Give their full, undivided attention



WAITING ROOM

Use the time patients or clients spend in the reception area to:

- **Educate** using your practice brochure
- **Before** and after photo album
- **Great** Magazines like People, Oprah and Business week
- **Set up** a coffee station and offer bottled water, coffee, tea and some snacks
- **Provide** a video introducing the Contour Light
- **Hang** framed posters, promoting Contour Light