

3 STEP STRATEGY TO INCREASE REFERRALS

**Follow this proven 3 step strategy and increase referrals
up to 80% in 30 to 60 days**

Here is what some of my clients are saying!

Clients have had dramatic results using this simple yet effective 3 step process: “Dr. Rod Merritt” Columbus, Ohio “I increased my referrals 80% in 30 days and over 300% in 60 days!”

Natalia Volz, Pennsylvania - “I would highly recommend Jacob Roig as your business coach if you are looking to start your own business and know you need both emotional support along with solid business knowledge of how to get a small business up and running. My results have been dramatic, I have doubled my income within 6 months!”

I know these are results you desire! Follow these simple steps and increase your referrals starting now!

My 3 Steps to increased Referrals:

- 1. Ask For The Referral!**
- 2. Easy Talk Track System to Set the Appointment**
- 3. Follow This Process and Create Your Systemized Habit**

Step 1: ASK FOR A REFERRAL

A. Ask every person - No Exceptions! If someone calls to inquire, give them your answers to their questions and ask with one of the scripted ways you will learn below. **At least 85% of all active practices** do not ask consistently for referrals. On average it is 2-3 times a week

B. Capture their information. Don't rely on the other person share you information. Be proactive and do get their information.

Your responsibility is to take the lead, capture the referrals name, contact number and ask when the best time is to call them. Have a way to formally document this so it is not on a scrap paper and lost or forgotten. Make sure to write out the referring person's name, something about them, and what you are treating.

C. Schedule a time to do referral calls. Make at least one day a week where you specifically set aside time to do this marketing activity! Make it a time that you get the best chance to talk to the person, rather than just leaving a message. Maybe set aside a morning, one afternoon or early evening or Saturday morning before noon. Setting a firm schedule for you or your staff member insures you follow this as a strategy to market and increase patient visits, collections and new patient goals/objectives.

If you give out referral cards do not give them until they have shared with you the referred persons info!

SCRIPT TO ASK FOR REFERRALS

Eg 1: (Patient) who do you know, love, like or care about, that, like you, is in pain and is unable to do something that is important to them?

Eg 2: (Patient) Who do you know that is in pain and you would like to see them feel better? Someone we might be able to help get better like you are?

Following the same statement every time is **important!** By doing this and by asking every time you treat them they will begin to know your words unconsciously.

Step 2: Easy talk track system to set appointments

Create a simple talk track system that you and your staff can follow: Here it is - Ask every patient, every call, every inquiry, every reschedule, etc... Then follow this strategy every day.

These are proven scripts, they work and will increase your referrals fast!

If Doctor is Calling:

“Hello this is Dr. Smith from _____ Chiropractic in (City), my patient (Jacob Roig) has thought enough of you to refer your name and information to me. I would like to personally invite you for a free assessment or initial visit (whatever you do or offer). Let’s get you in here, on ____ at ____ am/pm, to see if we can get you the same results as Jacob is getting now!”

If staff are calling:

“Hello this is Jacob, I am calling on behalf of Dr. Smith from _____ Chiropractic in (city) because Joe Smith your friend, cousin, etc... thought enough of you to share your name. Dr. Smith has instructed me to offer you a free assessment, initial consultation to get you as pain free as Joe is right now. Let’s figure out if _____ or this day _____ at this time ____:____ can fit your schedule!”

Step 3: Take Action!

Set a specific day and time and keep to the schedule. On those days and times, start off with Step 1. Have your schedule calendar up or open and be ready to book the appointment.

Follow this simple strategy has worked for 100’s of clients over my 11 years coaching Chiropractors and Entrepreneurs. Make this important and do it and reap the rewards.

If you are interested in growing your profits up to 60% more, set up a free call with me <https://coachjacobroig.as.me/> and learn in just one free session valuable insights or steps that will help you grow your business!

I appreciate you and this opportunity to serve you in helping the people on this planet get better though Chiropractic!

Bonus Referral Form: for you to use if you don't have one

Referring patient/person name:

If Current Patient: Being Treated for:

Referring patient/persons address: _____,
(city) _____

Referred persons name: _____

Phone # ____ - ____ - ____

Best time to call them: ____:____ **Best Day to call** _____

Persons injury or location:

In Gratitude, Jacob Roig