

Three Keys To MAXIMIZING Your Referrals!

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Top home care marketers should see themselves as “Doctors of Selling.” You should see yourself as a professional, well-educated, acting in your “patient’s” (referral source’s) best interest.

The medical process is the same everywhere. Whenever you go to any doctor, of any kind, for any condition, he or she will follow the three-part sequence of examination, diagnosis and prescription. You should do the same.

Here are the three keys to your sales success:

1) Begin With A Thorough Examination

Just as a medical professional would never think of testing you without following these three steps in order, you as a “Doctor of Selling,” should never try selling to a referral source or prospect until you have gone through your three stages as well.

In the examination phase, you should ask excellent questions, carefully prepared, in sequence, which are geared to give you a thorough understanding and diagnosis of the patient’s condition and situation.

2) Diagnose the Prospect’s Need Accurately

The second phase is that of diagnosis. In the diagnosis with a referral source you should repeat back the results of your examination and double check to be sure that the symptoms you detected were real symptoms being experienced by the patient. You should ask additional questions to confirm and corroborate. For example, you could ask the following questions:

- ◆ *What are the most common diagnoses of the patients you see in your practice?*
- ◆ *What type of home care services are you currently not getting?*
- ◆ *Which areas do you find most difficult to manage?*
- ◆ *What can we do to help make your job easier?*
- ◆ *What is most important to you when referring to a Home Health agency?*

You and the patient should mutually agree that this diagnosis seems to be an accurate description of the condition or need.

3) Make the Right Prescription

Once this mutual agreement has been reached, that a treatable condition exists and you have identified it accurately, you can move on to phase three. This is the prescription phase, where you show the patient (referral source) that your service is the best available treatment, taking all the factors of the patient’s situation into consideration for the ailment you have diagnosed. You should demonstrate what you are suggesting is the best of all possible solutions for them. You can do this by using testimonials from other satisfied referral sources, provide them with specific case situations and/or by bringing a clinical person with you to discuss specific disease management solutions.

Professionals who sell in the way doctors treat patients find their sales activities proceed far more smoothly and result in better sales in less time.

Action Exercises

First, develop a list of specific and targeted questions. Second, take the time to do a thorough examination by asking excellent questions and by listening carefully to the answers.