

# Are you sold on your service?

There used to be a motto, “Think of yourself as the customer.” Viewing the customer’s perspective also means identifying the opportunity to sell your services and, more specifically, yourself. The current economic environment makes the need to sell yourself even more important. Are you 100% sold on services that you provide?

In order to be able to sell others on yourself and the services you provide, you need to be able to explain all the benefits that your clinic/practice has to offer. Can you name several benefits to your customers on every service you provide? You should be able to answer that question without hesitation. This is not a responsibility to be passed onto a member of your staff: you should be providing the answers to your customers. Yes, the staff member may have the knowledge required to answer these questions, but customers are in your office to see you and your confidence and detailed explanation are what he/she is looking for.

Some fee-for-service businesses are reluctant to think in terms of the benefits they provide. Manufacturers have a physical product that you can see. A service provider, lacking a tangible product, often must rely on its reputation. A service provider may use vague or technical terminology to make the service more confusing and complicated than it really is. The message can be lost if the receiver cannot understand and/or comprehend and see how it pertains to themselves. When the customer cannot understand, they tend to not believe in what is being said or offered. All things being equal, people are willing to pull their credit cards for service providers whom they can trust and believe.

When you market yourself and the services you provide you need to be 100% confident at all times. Effectively marketing yourself yields sales/revenue for your clinic/practice. That revenue drives every other facet of the business. When you meet a customer for the first time, work on developing a positive rapport. You must focus on being truly interested in other people and in improving their lives in order for your business to succeed. Maintaining a sincere interest in the happiness of the people you come in contact creates a bond of trust. Trust creates confidence and confidence creates belief. Belief in you and the services that you provide is one of the key building blocks to growing and sustaining any successful business, particularly in health care.

Many dentists/veterinarians have, in the past, put their trust in other financial institutions, such as a local bank in close proximity to your home or practice/clinic. Trust and an established relationship with that local bank may have prompted you to finance the purchase or start-up of your practice/clinic. Recently, Bank of America Practice Solutions has begun to offer, in addition to the variety of financing programs offered, a new program designed to make the refinancing your original clinic loan simple and cost-effective.\* If you have been in your new clinic from between 3 months to 3 years, Bank of America Practice Solutions can help increase cash flow, offer flexible options, and terms up to 15 years. We have helped thousands of healthcare professional all across the country to realize their dreams by owning a private practice. Ask your sales representative to contact your local Bank of America Regional Business Development Officer. He or she would be happy to discuss any financing solutions that you are seeking in order to assist you in achieving your goals.

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