Introduction

- Any significant behavioral change requires the successful resolution of mixed feelings about taking the risk of doing something different.
- Most people avoid risk-taking because of fear of failure, discomfort with new habits or lifestyle, and self-defeating thoughts that keep them stuck.
- Patients considering Lasik, premium IOL’s, cosmetic procedures, and other direct pay products and services often experience comparable feelings that can impede sales.

How can we increase conversion rates and generate more out-of-pocket revenues for uncovered services?
*Piso’s Cure*, an early cough syrup first produced in 1869, reportedly contained cannabis, opium, morphine, hashish, chloroform, and alcohol…

Is there a Holy Grail of sales effectiveness?

“Seek first to understand, then to be understood.”  
Stephen R. Covey
“Don’t sell, educate... then watch your conversion rates soar.”
Terri D’Arrigo

Psychological Mind Set
What is the psychological mind set of the appropriate LASIK or premium IOL candidate and the factors contributing to their pulling the trigger to pay out of pocket for these and other uncovered products and services?

Engendering Hope
• Increasing the personal meaningfulness of having a premium product or service supports its importance
• Increasing the patient’s confidence completes the second requirement and supports their hope
• Psychological/emotional energy is then produced to effect the desired change
• The patient to crosses a tipping point of emotional and financial commitment, enabling them to embrace the risk involved and pay the toll required for making such a weighty investment

The driving factor is hope, and hope requires two conditions to be generated:
1) A sense that making this change is sufficiently important; and
2) Sufficient confidence that he/she can overcome any fears and doubt and be satisfied with the outcome (i.e., they will neither be disappointed nor experience buyer’s remorse afterward)
Increasing Confidence

The primary contributors for increasing confidence, which tends to be the more difficult of the two requirements, depends largely on how much the patient trusts the provider and those trying to effect the sale.

Gaining Trust

Trust has two necessary but insufficient conditions alone:

1) We are deemed to be competent, especially that the provider has a great reputation and has the appropriate skill set to generate consistently good outcomes.

2) The perception that the provider and those supporting him/her are of good character—we are honest, we have their best interest at heart, our motives are authentic and benevolent, and that we are reliable (i.e., we walk the talk consistently).

Patient Empowerment

Lastly, we influence patients most effectively when we empower them:

- listening with a heartfelt desire to understand their wants and needs;
- sharing helpful information;
- making recommendations with their interests first in mind;
- respecting their emotional struggles patiently;
- acknowledging that they exercise control over their decisions.
Sharing the Merit…Takeaway Pearls