

Bowen Therapy Conference 2018

Expanding Knowledge: Shaping Professional Practice

DARREN ROBERTS

Inspire Your Clients To 'Choose to Buy' Rather Than Feeling They Are 'Being Sold To'

Sixty eight percent of client acquisition and re-booking is lost due to the therapist not effectively asking for a decision. This is often due to a lack of confidence in how to achieve this while having your client feel they have "chosen to buy" rather than "being sold to."

The outcome of this is having less of a positive influence on the health and wellbeing of our communities, and a Bowen Therapy practice that is achieving less than its potential creating unwanted pressure.

You will learn simple and effective communication skills to create maximum value, stand out in a competitive marketplace and inspire clients to take positive action - and to be able to implement these skills immediately into your therapy.

You will learn:

- An understanding of decision making and how to communicate to have a positive influence
- How to stand out as the Expert in your marketplace
- How to understand the compelling reason from your client to increase conversion
- How to communicate your service to connect with the emotion of decision-making
- To respectfully ask for a positive decision and acquire clients with Inspiration
- Opportunities to increase enquiries that are under your nose you are currently missing

Take the stress out of your business so you can focus on enjoying the pride of helping more clients and doing what you love.