

# 7 Tips to winning GP Practices

These 7 Tips Have Been Taken From Our Free E Book



To Request Your Copy Please Email [debbie@chartdev.co.uk](mailto:debbie@chartdev.co.uk)

Here are 7 simple suggestions to help improve your business development results.

Marketing to the Healthcare Sector is not easy. The decision making process is convoluted and often slow. The rewards are loyal clients with good margin.

## #1) To win the practice you must win over the Practice Manager

Many legal and accountancy practices try hard to get straight to the finance partner, forgetting that although the partners are important, the Practice Manager is an essential ally. The particularly lovely thing about the Practice Manager is that once on your side they can be a huge source of valuable inside information on how you should tailor your approach.

*Consider all their responsibilities? See Fig.1*

## #2) Don't sell. Be interested

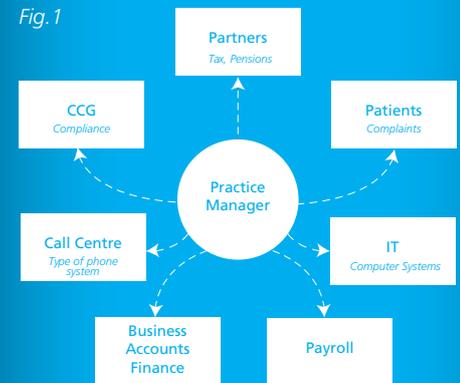
If you focus on contributing to their best endeavours or greater good you should naturally gravitate to their issues rather than your services.

Surgeries want innovative, proactive accountants and lawyers and the greatest innovations come from inquisitive minds.

So questions probing, insightful and leading are an essential tool.

*"I'd be interested in finding out what you and the partners understand about the impact of the changes to annual and lifetime allowances for pensions."*

Fig. 1



## #3) Use the Hook,line & Sinker method

Hookline and sinker is a technique we devised years ago which taps into two principles of influence.

- Authority
- Liking

The theory goes like this:

'You reference an unimpeachable source or even your own research and then ask people to tell you about their situation in relation to the information'.

*"Our recent survey found that 87% of GP Surgeries feel they are inundated with changes and are subsequently fearful about making costly mistakes or not taking advantage of situations. Could you give me an idea of how you feel about the profession at the moment and where you'd like the most help?"*

## #4) Core message strategy

Each time you take your specialism to market, the whole 'we are specialists in working for GPs message' will be heard more clearly if you support this with a single core message with clear supporting statements or value adds. This single core can change over time. The more specific and relevant the message the more clearly it will be heard.

### Testimonial

**"We have been thrilled with the results. The staff are very professional, competent, approachable and are clearly experts in their field"**

*An Aisma Member*

### The Author



**Peter Rosenwald**  
Chartered Developments

*Peter Rosenwald*

## #5) Don't write proposals write strategies

What do you currently call them? 'Proposal for Accountancy Services' or something like that? Does that title really tell the reader what you mean?

Perhaps try some of these:

- 'Strategy to increase partner wealth'
- 'Plan to increase practice efficiency through effective management accounts'

## #6) Discuss proposals face to face

Always take your proposal back in for a second meeting to discuss it. You are at least twice as likely to win the client if you discuss the proposal with the partners face to face rather sending an email for them to ignore. The trick is how to get the second meeting?

Here's a 3 step method that works.

### Step 1

Early in the first meeting ask the question "If you should decide to use us, who apart from yourself would be involved in that decision?"

### Step 2

Then later in the meeting say "So if I create a proposal can we sit down in a week or two with the name

mentioned in step 1 to work out the best way forward, is that fair enough?"

### Step 3

Finally at the end of the meeting you need to get your diaries out and fix a time, don't leave it as an email afterthought as the likelihood of meeting again reduces greatly.

## #7) Get 'Heuristical'

People use heuristics, mental guides, to short cut decision making. When making buying decisions two heuristics used are Authority and Social Proof.

### Authority

Raising your Authority is an excellent way to eliminate the doubt that some may have before using your services. It can be relatively easy to raise your authority by performing some of the following:

- Speak at a conference
- Be an advisor to a select committee
- Write free business advice in a local paper
- Create an eBook and become an Author
- Become 'Head' of .....
- Start a Podcast

### Social proof

Use your own social proof as well as 'borrowing' proven industry statistics to raise your profile. Try these for example:

- 3,000 GPs have found that...
- The majority of successful GPs have used ...
- It has been constantly proven that ...
- We represent 87 practices who
- At the ... conference I met ...
- In our survey we found that smaller practices just like you are finding ...

Learn how Chartered Developments can generate you qualified leads in to Doctors Surgeries by calling Debbie on 01392 247200

Contact Debbie Forrest on: E: [debbie@chartdev.co.uk](mailto:debbie@chartdev.co.uk) or T: 01392 247200

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## Testimonial

"We engaged Chartdev to work on a healthcare campaign and have been very impressed with the results and in particular the specialist knowledge of the team.

We have thoroughly enjoyed working with them.

They are true professionals. Following the success of the campaign we are now looking to expand into different sectors."

A NASSAD Member

## HEALTH CARE SPECIALIST



Debbie Forrest  
Health Care Specialist

Chartered Developments is recognised as a market leader in medical telemarketing.

The highly successful medical team, headed up by Debbie Forrest, can call on years of experience of industry calling.

Our knowledge is kept up to date by a programme of reading and sharing medical journals, as well as our attendance at major nationwide conferences.

## CONTACT US

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