

7 Tips To Winning GP Practices



Peter Rosenwald
Chartered Developments

7 TIPS TO WINNING GP PRACTICES

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

These campaigns are:

- To win the practice you must win over the practice manager
- Don't sell. Be interested
- Use the Hook, Line & Sinker method
- Core message strategy
- Discuss proposals face to face
- Get 'Heuristical'
- Don't write proposals, write strategies

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.

I hope you like our tips.

Very good luck with your campaigns.

Many Thanks

A handwritten signature in black ink that reads "Peter Rosenwald". The script is fluid and cursive, with the first letters of "Peter" and "Rosenwald" being capitalized and prominent.

Peter Rosenwald

MEET OUR 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.



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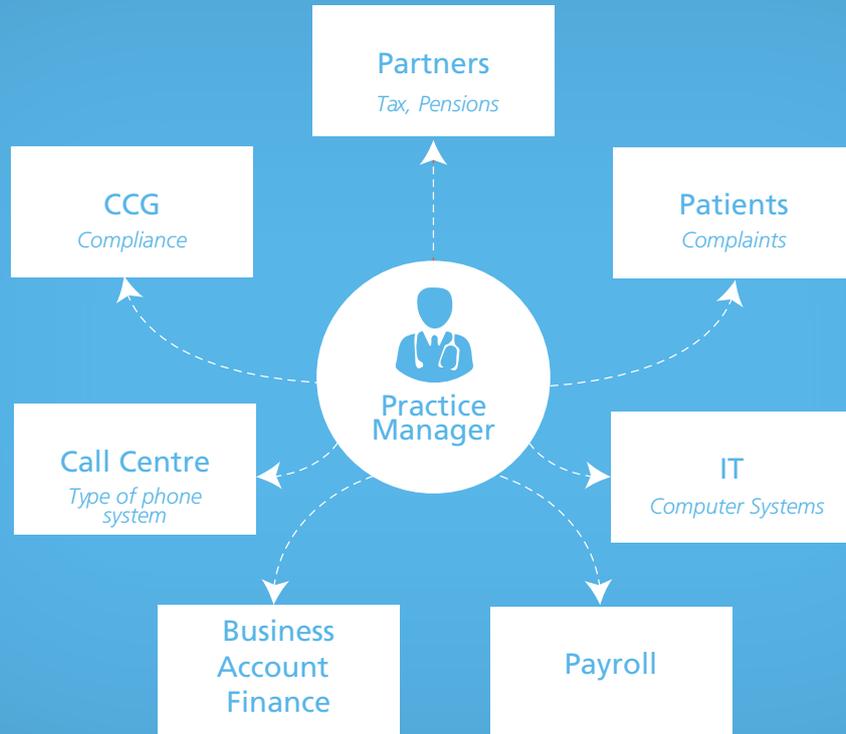
#1) To win the practice you must win over the Practice Manager

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.

Fig.1



To Win The Practice You Must Win Over The Practice Manager



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#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.
See Fig 2. for a few examples.

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Fig. 2

“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.”

“I was reading in Practice Manager that important issues and changes to the likes of CQC and QOF are taking up more and more time. Practice Managers should be looking to outsource non critical administration such as Payroll etc. I was wondering what your thoughts are on this?”

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#3) Use the Hook, Line & Sinker method

Hook Line 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’.

See Fig 3. for an example.

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Fig. 3

“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?”

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#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.

My favourite from a lifetime ago was *“you can sleep with a chartered accountant”*

See Fig 4. for a few examples.

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Fig. 4

*“As specialist lawyers to GPs we maximise our client’s profits.
To that end there are changes in the NHS Property Services terms I was hoping we could talk
about that. Would that be okay?”*

*“As AISMA accountants our clients always make the most from QOF.
What I wanted to do was share our latest Benchmark
from over 3,000 practices, ...”*

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#5) 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?

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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?" They will give you a name or two or say 'partners meeting'.

Step 2

Then later in the meeting you need to find a time when you can make a rhetorical innocuous statement or question "So if I create a proposal with those options we can sit down in a week or two with the others to work out the best way forward. Is that fair enough?". Recently I was with an accountant who said "That's quite a contentious point, so if I email you our proposal we really need to sit with the partners to go through it in the next couple of weeks. Does that sound okay?"

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.



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#6) 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 ...

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#7) 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'
- 'Outsource and be Merry – The Payroll Pain is Over'
- 'Plan to increase practice efficiency through effective management accounts'

I know most of you wouldn't dare use 'Outsource and be merry' as a title, but someone has and it wasn't unsuccessful.

Don't Write Proposals.



Write Strategies!

To find out how we can help you
reach GP's then please don't hesitate
to get in touch with me.

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