

How to Market to/Implement in a Chiropractor Office

Monday conf call 04/11/05

1. Why Chiropractic?

A. What is chiropractic

Learn the language and what their science is about

Do not be or come off as an expert; they are!

The Associate Handbook explains enough of this although you can always get more information if you like

B. Congruence with Glyconutrients

We both speak cellular communication

They truly believe as we do that the body has complete healing power; all we need to do is tap into it

Innate intelligence: destroyed only by the introduction of toxins, or the creation of deficiencies

C. Sphere of Influence

They have a tremendous patient base to tap into, and have a lot of respect from their patients

D. Timing is NOW

Recent endorsement

Wellness Certification Course by ICA

2. How to approach a Chiropractor?

A. Get the Appointment: Do not send 100 letters from yellow page leads

Associate Handbook goes through this

1) Know a Patient

Your best bet...already proven results with patient; lots of people go to chiropractors; contact your consumers for leads

2) Visit the Office

Always get the Chiropractor's name before asking to see them (Personalize the meeting)

Merely introduce them to this science, ask for an appointment to talk further (leave with website, Miracle Sugars, IPBS)

3) Call for the appointment

4) Make your own appointment as new patient

You become a profit center for him, can discuss as get adjustment

B. How to get past the gatekeeper

Need words that will not allow them to filter

Magic words: ICA, Dr. Chestnut, Dr. CJ Mertz

C. Pre-appointment activity

Research

Send cover letter and materials

D. The appointment

Come with more materials and have an outline

1. Science of glycobiology first

2. Why we fit with chiropractic

3. Why they need us

4. Be prepared for responses

Understand totally the Implementation in their office

i.e. No new job: support team does the work

until a Clinic Coordinator can step in

No inventory stocking

3. How to Implement in a Chiropractor's Office

A. Step 1: Sign up the chiropractor

What level? what about staff or other chiropractors in one office? What happens to these products?

B. Step 2: Introduce the patients to Glyconutrients

Stock some Miracle Sugars, Validation Sheets, DVD's

Play a DVD in the waiting room if TV present

Many choices here:

New one by Willen, MJH's product, Jeff Allen

Outside the Box, We Listened

C. Step 3: Educate the Patients, Staff and Chiropractor

Schedule an Educational Meeting

Help with flyers, get the word out and invite community as well

You as the Support Team do the presentation

Day after you hold one on ones in his office to meet with

patients who sign up before and after meeting

Lunch with staff to educate more, and then schedule some

**time with a possible Clinic Coordinator
Make sure staff and Chiropractors attend the meeting
Provide them with other materials, websites, calls,
meetings for further education**

D. Step 4: Register the patients

**Use a simple process that is duplicatable by any office staff
We have developed Glyco-cellular Health Plans
in the Clinic Book and a sample is attached hereto
Only \$99 level otherwise again getting too complicated
They can and will upgrae as they start doing the
business**

E. Step 5: Follow up and support for Patients

Developed the 4 step follow up process

- 1. Cover letter with products ordered, what they take
attach an Intro to Mannatech Product Usage**
- 2. Call five days later: did you get products? How to
start**
- 3. Call two weeks into it: cleansing response; how
are you doing?**
- 4. Three weeks into it send letter on auto order
coming, how to adjust**

**Future follow ups as they come for chiropractic
adjustments**

**Support Team involved throughout until Clinic
Coordinator is ready**

**All Handbooks (Associate and Clinic), the CJ Mertz slick and the ICA
Wellness Certification textbook, Innate Diet & Natural Hygiene
available for purchase at www.Mannatrain.net.**

**NOTE: The Clinic Handbook has a CD with every form, document,
cover letter, in a downloadable format from both the Assoc and Clinic
Hanbooks.**