

# **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](http://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.