

# 5 STEPS TO SELLING IN-OFFICE PLANS

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Uncover **facts** about your patients, **identify** their issues and **needs**, then use what **drives** your patients decisions when you **share** your plan as the solution.

**F**

## FIGURE OUT THE FACTS

- Do they have insurance or a discount card?
- Do they contribute or does their employer help pay?

**I**

## IDENTIFY CURRENT ISSUES

Does the patient have issues with their current plan. Cost? Coverage?

**N**

## NEEDS + DESIRES

Ask the patient for more information.

- What type of coverage are they looking for?
- What are they hoping to pay?

**D**

## DRIVERS

Determine how your plan is a great fit.

- What influences the patients buying decision?
- What makes that important to them?

**S**

## SHARE + SELL

Share your plan with the patient, using everything you've learned about them.

*"Based on what you told me (insert: facts, issues, needs or driver), our membership plan would be a great fit for you because (insert: what your plan solves for them)."*