

Student Club Video Content

Week 22: Building a Referral Rich Practice

1. TLC Procedure
 - a. When people receive exceptional service they share it with others.
 - b. Every day in practice we must do something different that adds value.
 - c. AND we must challenge people with our ASK- specific direct and with boldness.
 - d. Satisfied people don't refer; enthusiastic people do refer
 - e. Every conversation is an opportunity for a referral

2. Parallel to school and clinic
 - a. When we get good service we don't say anything
 - b. When we experience exceptional service we tell everyone.

3. Drill:
 - a. Think of a time you received over the top service and who did you tell and what did you tell them about the service?
 - b. Make a list of people that you would refer to
 - c. Role play asking for a referral – “who do you know, that doesn't know what you know about chiropractic?”

Homework:

Notice exceptional service at school, in clinic or out in the world and acknowledge that service immediately, directly and boldly then tell someone else this week about it.

“Now is the time to dig in”