

# 'No Nonsense'™ PRACTICE GROWTH

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MAY

2022

ISSUE

"A good product and a poor salesman mean **disappointing sales**; a poor product and a good salesman mean **disappointing customers**, but a good product and a good salesman mean both **satisfying sales and satisfied Customers.**"

Welcome to this month's issue.

Action. Systematic Action.

Nothing beats systematic action..

But the miracles are experienced when such systematic actions are taken on a massive scale.

Few of my clients in real estate are experiencing this massive result from massive but systematic actions.

I routinely experience such results in almost every business that has been or is already successful.

Most of the time these business & business owners start feeling stagnant. They are growing but at a snail's pace. The appreciative thing is that these businesses realize this stagnation. They know their slower growth rate. all they don't know is how to get out of it!

For an outsider, everything seems smoother. Everything seems in order. And in most cases, they are! That's why my job as a consultant is NOT to bring more orderliness to the business.

In fact, it's the exact opposite.

To create in order lines.

To create a stir.

To create a controlled choice.

For such at this level, it's important to do this. Else it's almost impossible to move them towards the growth they are looking for.

This newsletter discusses such disruptive strategies that will grow the business.

Let's see how many you will observe & use in your business.

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## Headwork pays much, much better than Handwork

The world pays heavily for just two things -

- **Executive Ability.**

- **Entertaining Ability.**

Executive ability comes from knowledge.

Entertaining ability comes from talent.

The two are Highways to fame & fortune. There are OTHER roads also, but those are mostly narrower, rough, dusty & not certain.

Honestly, very few of us have the inner talent to entertain and get paid handsomely for that.

But most of us - if we work at it - have the ability to plan, to direct, to lead, to manage & Get things executed & implemented.

Every person who knows how to do something will always reap the rewards for his own efforts.

**But that's his limit - his own efforts.**

But if he or she has the ability to tell hundred other people how to do it, then he multiplies not only his efforts but his income too.

In the business of selling, any salesperson who knows how to sell is always in demand. Because . . . he can sell one thing at a time.

But the person who can create, manage & execute a marketing campaign can sell to hundreds or even thousands at a time.

Even a sales superstar will only be able to sell so many customers in the territory or out of total Leads.

But when the efforts are multiplied by hundreds of thousands of times, results are also varied.

To know the different volumes of each person, just ask - "Who can MULTIPLY individual result by five, ten or twenty times?"

Now when managers multiply results. their income doesn't multiply much in the same proportion. But it is definitely much worse than individual star salesperson. Then a practical application of this principle can be seen everywhere.

Every person who uses HEAD power is able to multiply profits for the company & self.

He originates the message or idea and the team members carry it.

This person is the BIG man.

Now, agreed that not everyone can be a "Captain" But there is no law to prefer every person from MAKING the attempt. No one has what he or she can do until he or she tries.

In the ATTEMPT comes the ABILITY to perform.

**Remember Genius is Nine tenths perspiration.**

Think! Plan! Study. Work your head! Multiply your power & abilities! Be a captain. Go after it.

Others are doing it!

Why can't you?

# What is Wrong with People?



There is no use in saying nothing is wrong with people, because something is wrong.

There is too much expectation with too less usage of earning the things.

There is too much spending of time on trivial things & too much less time spend on productive things.

Too much restlessness & too little enjoyment.  
Something is wrong.  
I believe this is what is the matter.

We all need to work. work. Really work. Everybody felt so entitled to everything that the idea of action working seems so alien.

Everybody complains about the head work they are doing - by sitting in s chair in a comfortable office having AC on the wall.

They complain about not having to do too much work. They complain about having to do the work. The work that is assigned.

The work that they agreed to do everybody.  
The work they need to do.  
The work they are paid to do.  
The work is their only responsibility.

They have forgotten what all has cost. They just see this wonderful business and commercial structure and they think it all just happened, that it has always been this way.

same all the time.  
They feel & believe everything is fine.  
They feel entitled. For all this.

They forget that everyone has to earn their keep. Everybody. Every week. Every year.

The performance has to increase & improve every day so that to be entitled.

If you feel tired at the end of the day after doing half the work you are given you are probably in the wrong job.

It is time for a revival of common sense & work ethics. Your common sense & your ethics.



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# Patient or Patron?

As a practising Doctor, one must understand the difference between patient and patron.

Let's start with dictionary definitions-

**Patient** = 1. A person receiving or registered to receive medical treatment.

2. Able to accept or tolerate delays, problems or sufferings without becoming annoyed  
or anxious.

Patron = A person who gives support to a person, organization or a cause.

Patronage = The help or business given by a supporter

I want you to read & re-read the above definitions till you really get the meaning of all the above.

Now ask yourself which of the above you want a patient or patron?

In the old days, Doctors, Clinics used to have patrons. These patrons were used to give their patronage to gain healthcare benefits & advice or treatments.

This is NOT just a play on semantics.

Patrons were treated very differently before becoming "Patients" decades later. In this process of change from 'Patrons' to 'Patients' so many things altered -

- The respect.
- The behavioural treatment.
- Time given
- The perception
- Goals become short term.
- Longevity of the relationship. & so many more things.

This can be changed. We are changing it for the better in many practices.

Patients are becoming Patrons.

It's your turn to decide - What you want!

Patients or Patron?

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# Patient Feedback

## No need to avoid it

Do you remember those old times when we used to ask for feedback or testimonial from patients?

There used to be a Big Register or Diary in which they used to write how they felt, their expectations & sometimes their complaints, also.

Fast forward few decades or so, & the registers & diaries were replaced by a single page, printed form. These are much more comfortable than the bulky diaries.

Today, we are using a very advanced very convenient version of these paper forms - **online feedback forms.**

These are not only convenient for patients to fill, but they are also giving them a real chance to tell what & how they actually feel.

They don't need to be physically present at your place to write & submit their feedback.

- They can do it from their homes.
- They can do it from their offices.
- They can do it from anywhere.

Also, they are not restricted by the type of feedback. means they can give you

- Written feedback or
- Video feedback or
- Photo feedback

This is possible because of the technological advancement in the digital marketing world.

## Welcome to the world of Digital feedback

We've invested in such feedback tools which not only give accurate feedback but help in generating testimonials in the most authentic way possible.

Our Doctor Clients are happier because their patients are happier. And they come to know about this with the tools that we've developed for generating feedback & testimonials.

All you need to do is contact my office & tell them that you want to run the feedback campaign. my team handles everything from that point onwards.

Do call & starts getting wonderful feedback & testimonials from your Patients.

# Million Dollar Resources

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Disclaimer – I am NOT getting anything in return whether you chose to use services from the people listed in the following lists. If you don't want to use their services that's fine. IF you chose to use their services, then the total responsibility is yours - not mine. I am just introducing you. IT'S VERY HARD TO FIND REALLY *GOOD VENDORS OR SUPPLIERS* OR RELIABLE PERSONS TO GET VARIOUS THINGS DONE. I HAVE PERSONALLY FACED MANY PROBLEMS DUE TO THIS. SO HERE I AM

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It is located on College Road, beside the Axis Bank. The service they provide is really unmatched. In addition to xerox they provide lamination and binding services too. Their number is - 0253 - 2310072.

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## **Websites - LBM Infotech Pvt Ltd**

Call Lalit Desai - LBM Infotech Pvt Ltd. They are having one of the best web development & software development company. With a strong team, they are able to handle all types of projects - from domestic as well as international clients. You can contact them on - 9552651077.

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## **Data Recovery - Reva Infotech**

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## **For Parenting & Counselling Services: Neeta Arora**

Neeta Arora is pioneer in popularising Parenting Concept in Nashik. She has conducted numerous seminars & workshops on this subject. Also, she does 1 to 1 counselling for parents & children. Her number is - 9373929119.

## **Printing - Sudarshan Printers**

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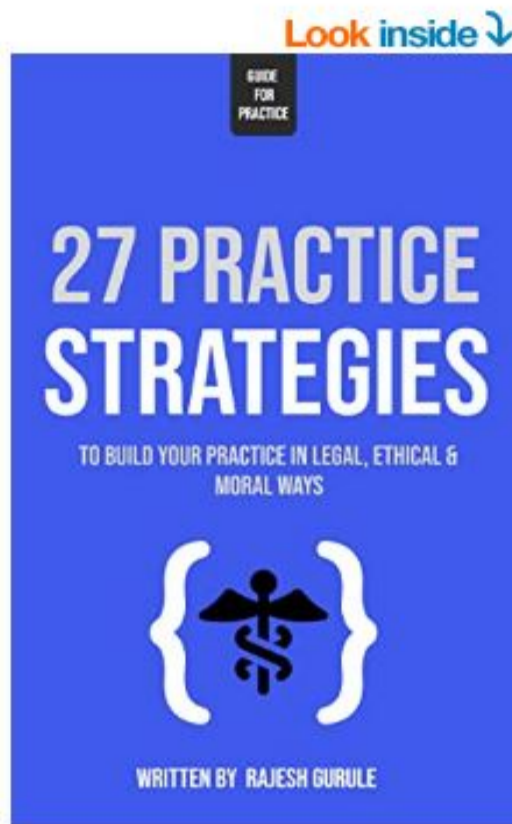
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# REINVENT YOUR PRACTICE

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2022

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START ENJOYING YOUR PRACTICE WITH EVERYTHING YOU ALWAYS WANTED!

Start Enjoying Your Practice with the Type of patients you love to treat by doing the procedures you crave to do at the fees you decide; Achieve True Autonomy in your professional life by Reinventing Your Practice . . . the practice you have always dreamed of

## ✔ Autonomy

Your Sales Person get better & deeper understanding of customer buying process & behaviour

## ✔ More free time

Your Sales Person learns how to shorten the sales cycle - means how to finalize the deal in 22 days instead of 30 days for example

## ✔ Better satisfaction

Your company's cash flow improves because of FASTER payment collection as per payment schedule

## ✔ More Referral Sales

Your sales team get more references from your existing customers- because they remain satisfied

## ✔ Working less, but earning more

Your customer complaints reduces & so does your headaches

## ✔ Treating patients you like

Your projects finishes on time due to better sales & better financial cash flow

## ✔ Doing procedures you like

You can start more projects due to improved financial situation

## ✔ Greater peace of mind

Your sales staff become much more confident in handling customers & sales

Get in touch for more details on Ph - 98225 45922