Fix Your Follow Up©

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MESSAGE FROM CATHERINE:

We are in the 4th quarter and historically that means more leads for you.
Now that the weather is cooler and the holidays are approaching, cosmetic patients have more urgency to take care of what's bothering them. So as you get busier, know that we are behind the scenes doing all we can to help you convert these leads to surgeries.

-Catherine

STAFF PERKS AND INCENTIVES – YES OR NO?

I am often asked how to motivate staff to be and do their best.

There are different thoughts on this.

Some surgeons think staff should be motivated simply by having a job they are paid to do.
Some use the fear of losing that job.
Most surgeons just want to do what it takes, within reason, to have great staff that enjoys working with each other to do a great job to keep the practice running smoothly.

Here are tips about staff perks and incentives that work well:

Appreciate Staff

Everybody likes to be acknowledged for a job well done. A simple “thank you” and “good job” still goes a long way.

Please show appreciation to your staff and they will bend over backwards for you.

Make Staff Your Sales Ambassadors

Who better to show off your skill and expertise than your own staff?

Your staff should be your walking, talking testimonials for your prospective patients. When they partake in your services, they automatically become your best sales ambassadors since they simply relay their own story and results to your prospective patients who now see them as aesthetic advisors. This type of advertising is way cheaper than redesigning your website or throwing more money at Google ad-words.

Give them a big break on surgical procedures. Provide them with complimentary, minimally invasive services. You can have a fun after-work event or a Saturday get-together for staff to have procedures and take before/after photos.

Set up a social media backdrop so they can share it on their social media channels to spread the word to their family and friends.

STAFF PERKS AND INCENTIVES – YES OR NO? (cont.)

Other Incentives Could Include:

- Continuing education
- Special projects they can head up, like coordinating an event
- Birthday lunches at their favorite restaurant
- A spa day
- Time off or flex time
- Shopping spree
- Gift cards

Pay for Productivity

It's getting more and more common to attach a financial incentive to productivity; however, use this strategically.

The reality is that most staff members will do what is required of them but nothing more. They may have that mentality that they do what they are paid to do – period.

The quickest way to get them out of that mindset is to offer them a financial incentive to going above and beyond what is expected of them, so consider some type of incentive.

Since you want everyone working together as a team to accomplish certain goals and you do not want to set up a competitive environment, the best incentive plan may be profit sharing. Have a staff meeting and decide on goals such as:

- Increase your aesthetic services by 20% this year which equals $xx/month extra
- Book 10 aesthetic procedures per week, etc.

So, a certain percentage of anything over that will be divided up evenly amongst all staff people (taking into account full and part-time status). Not only does this build camaraderie, it also helps them "self-police" each other so you don't have to.

Investing in your staff will be the best investment you can make, so call me if you want to think this through.

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