

Motivate Everyone!

How to Get You Going With
Get With The Guidelines

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4 Steps to Closing the Deal

- Know **WIFM**
- Ask For The Deal
- Stop Selling
- Closing the deal with confidence

1. Know “WIFM”

- **WIFM** – “**W**hat’s **I**n it **F**or **M**e?”
- This is the favorite and **only** thing your colleague cares about and will listen to
 - Know why they are even interested
 - Remind them why this is important
 - Only talk to them about how this deal will help them!



2. Ask for the Solution

- You have identified your needs
- You have presented a consultative solution to the needs
- You identified the “super users” the doctors, nurses and staff that believe in the program
- You have earned the right to ask them to buy your recommended solution...So Ask!

3. Stop Selling

- Your colleagues know what they want
- They may even have asked you to provide it
- When the decision is made to go with the program-stop selling it
 - Stop talking about the improvements that will be seen
 - Start putting the immediate data on the table to reinforce the change, i.e. at any change point out the positive!



4. Close the Deal

- Closing is about confidence
 - If your colleagues feel you have confidence in your solution, they will have confidence in your solution
 - Confidence comes from preparation
 - Role play your final presentation and prepare answers to objections
 - Remember to use language that is irresistible, influencing and simple



Motivation Mindsets

- ❑ Achievers-tend to move toward their goals
- ❑ Problem Solvers-tend to move away from difficulties
- ❑ Leaders-tend to gather information and decide for themselves
- ❑ Followers-tend to rely on others for direction
- ❑ Innovators-like choices and alternatives
- ❑ Processors-like to make things *right* by following procedure



Motivation Mindsets

- ❑ Traditionalists-don't like change
- ❑ Revolutionaries-like new and different, they initiate change
- ❑ Evolutionaries-like to make things better, they change frequently
- ❑ Thinkers-reflect before they change, think then do.
- ❑ Doers-well, just do it!



Identify the Right Mindset

- What values are key for the position
 - Customer service people need to like people
 - Researchers need to love knowledge
 - Installation and service people need to like activities
 - Buyers need to like things
- What does the person need to value to be right for the position?
 - People, places, knowledge, activities, things



Identify the Right Mindset

- What is the motivation mindset?
 - Care givers need to like people
 - Accounting and data collectors need to love knowledge
 - Innovators can help with the new policies, problem solving...
- Profile your jobs and employees

Identify the Mindset

Analyze your valuable “customers”-the doctors

- Identify the ‘early adopters’
- Taylor your message
- *Coax* everyone else-the majority just wants the change to occur and settle into the new norm
 - ⌘ **Proven objectives** to improve productivity and profitability
 - ⌘ Make it their idea, Using effective words and phrases



How to *Spin!*

- ❑ Achievers- *achieve, accomplish, appeal*
- ❑ Problem Solvers- *You might consider*
- ❑ Leaders- *Only you can decide*
- ❑ Followers- *‘expert opinion’ or ‘evidence based’*
- ❑ Innovators- *Freedom, choice, break the mold!*
- ❑ Processors- *step by step, the right way*

How to *Spin!*

- Traditionalists- *it's the same, similar, familiar*
- Revolutionaries- *New, different, breakthrough*
- Evolutionaries- *Improve, enhance, enrich*
- Thinkers- *Haven't you waited long enough?*
- Doers- *Lets make it happen, just do it!*

Listen...

- Use their exact words and phrases
 - “I have trouble getting patients in and out quickly”
 - Say “this program will enable you to get your patients treated quickly”
- Tie them to your project
 - “I just want what is good for my patients”
 - “This program will allow you to take better care of your patients”

GWTG

