



HEALTHY AND WEALTHY

Helping you to achieve healthy and wealthy relationships, career and life



In this issue

[Top Business Tips: Choice - The Space Between Stimulus and Response](#)

[Advice For Dental Practices: Dealing with Patient Objections - The 'But Flip'](#)

[Healthy and Wealthy You: Would You Pass Your MOT?](#)

[NLP Tip Of The Month](#)

[Courses and Workshops](#)

[Special Offers](#)

Top Business Tips: Choice - The Space Between Stimulus and Response

At one of my recent workshops, delegate feedback indicated that some of the most powerful insights were that individuals were responsible for choosing their own attitude.

Psychiatrist Victor Frankl states that, "**Between stimulus and response, man has the freedom to choose.**"

Frankl was imprisoned in the death camps of Nazi Germany, where he experienced tortures and horrors that we cannot begin to imagine. Having lost his entire family with the exception of his sister, he did not know if he would be in the next batch to face the 'showers' or one of the 'saved' who would empty the bodies or the ashes.

After a time, Frankl became aware of what he later called 'the last of the human freedoms'. This was his ability to disassociate from any situation he was in, and view it as an observer, he was then able to decide how the situation was going to affect him. He realised that between the stimulus and his response was the power to choose his response. Eventually, Frankl understood he had more 'freedom' than his Nazi captors, they had more **liberty** but what he had was **freedom**.

I remember when I first came across this concept and fought against it, choosing to take comfort in the belief that in any given situation my response to a stimulus was a reflex, that I had no control over. This was a habit that was disempowering to me and my team. I then began to explore the space between a stimulus and my response, I discovered that I become 'response-able' and the quality of my decisions and actions improved.

Where are the situations in your business and life, where you have an unhelpful reflex reaction? If you were able to identify the space between the stimulus and your response, slow down and make a considered judgment, choose to become response-able and behave differently, what would the consequence be?

If you would like more information on what has been discussed here, coaching and training programmes for businesses, including marketing, contact jane@healthyandwealthy.co.uk or **01296 770462** or visit our website www.healthyandwealthy.co.uk

Advice for Dental Practices: Dealing with Patient Objections - The 'But Flip'

In last month's newsletter I was encouraging you to eliminate the word 'but' from your vocabulary, because it restricts your options. I was encouraging you to use 'and' in place of 'but' and notice how many other options became available to you.

Just to remind you:

"I would love to go out to dinner with you, but I have to be home by 10:00 pm."

As opposed to:

"I would love to go out to dinner with you and I have to be home by 10:00 pm."

Notice how in the second example dinner becomes a possibility.

This month I would like you to use the 'but flip' to overcome objections. This is a fantastically powerful and simple technique that is used to overcome objections and deepen rapport with patients, staff and everyone else.

If we use the previous example, "I would love to go out to dinner with you, but I have to be home by 10:00 pm", when using the 'but flip', reflect the objection back to its creator by swapping the parts of the sentence before and after the 'but' and add a 'softener'.

A softener is a phrase that allows the listener to feel understood, these include "I understand", "it is normal to feel", "of course it is appropriate to feel...", etc.

Examples of the 'but flip' in action:

Example 1

"I understand you have to be home by 10:00 pm, but I would love to go out to dinner with you."

Suddenly what was an objection becomes a compelling client outcome with an opportunity to find a way

forward.

Other examples may include:

Example 2

"I would like to go ahead and have my teeth whitened, but I don't want to wear something in my mouth over night."

Becomes:

"I appreciate you don't want to wear something in your mouth over night, but you would like to have your teeth whitened."

Example 3

"I would really like to have a root canal to save my tooth, but I am scared about the amount of pain I may experience."

Becomes:

"It is normal to feel anxious about the possibility of pain, but you would really like to have the root canal to save your tooth."

Example 4

"I would really like to attend one of your training courses, but I am not available on Mondays."

Becomes:

"I understand that you are not available on Mondays, but you would like to attend one of my training programmes."

Once you have done the 'but flip', and your client is focused on their desired outcome, you can then simply inform them as to how you can help them reach their goal.

Using our previous examples:

Example 1

"I understand you have to be home by 10:00 pm, but I would love to go out to dinner with you, why don't we go to that lovely restaurant that is on the way back to your house?"

Example 2

"I appreciate you don't want to wear something in your mouth over night, but you would like to have your teeth whitened. We can use a system at the practice that will lighten your teeth within the hour, how does that sound?"

Example 3

"It is normal to feel anxious about the possibility of pain, but you would really like to have the root canal to save your tooth. So I will use a strong anesthetic that will ensure that you won't feel anything."

Example 4

"I understand that you are not available on Mondays, but you would like to attend one of my training programmes. We are able to offer all training programmes at your practice on the most convenient day for you."

If you would like more information on coaching and training programmes for dentists, including customer service, contact jane@healthyandwealthy.co.uk or **01296 770462** or visit our website www.healthyandwealthy.co.uk

Healthy and Wealthy You: Would You Pass Your MOT?

I have been marveling over the last few weeks that my beloved car has done over 200,000 miles and not needed any significant work. Whilst some of you may be thinking it is about time I bought a new car, in my defense I have yet to find another car that I like as much, and I am sure it is more environmentally friendly to keep cars for as long as possible. That aside, how has my car managed to keep going for so long without me incurring large bills?

The answer is I look after her. I fill her with the correct fuel, check her oil and water regularly so am not running her on depleted supplies and I ensure that she is serviced regularly, attending to any parts that need a little TLC.

Also this week I have been thinking about those people I knew who have become sick or died prematurely. What I have noticed is that they often have in common is that they feed themselves unhealthy food and drinks, have had health-damaging habits, seldom exercised or took sufficient rest.

If you were to consider your body, mind and spirit as a car, do you put in the right fuel? Do you run your body on depleted supplies? And do you book yourself in for appropriate health checks and servicing?

As Jim Rohn says, "**Take care of your body, it is the only place you have to live.**"

What can you do differently, that if you did it consistently, would have a significant effect on improving your physical, mental, emotional or spiritual health?

If you spent even just one or two hours a week in this new activity, whether it be exercising, having a massage, meditation, writing a journal, playing with your kids, talking with your partner or eating healthily, over time this will really make a difference. One hour a week is only 8.5 minutes a day and I am sure that you can find that amount of time in your busy life to invest in yourself, can't you?

So what is that activity going to be, that you need only do for 8.5 minutes a day that will significantly improve your ability to function as well as my beloved car?

Now you have identified what that significant action is, what are you going to do to ensure that you do it consistently and experience the benefit?

If you would like more information on coaching and training programmes for individuals, including use of influential linguistic skills, contact jane@healthyandwealthy.co.uk or **01296 770462** or visit our website www.healthyandwealthy.co.uk

NLP Tip of the Month

Neuro-Lingusitic Programming (NLP) is an approach which recognises how your brain (neuro) and your language patterns (linguistic) control your behaviours (programming).

My clients and I have found that understanding how we code information and language is extremely liberating, as we have choices of behaviour and thought, which in turn bring many more opportunities.

NLP is underpinned by many presuppositions, which are the guiding principles. They may or may not be true and you don't have to believe them. However, in NLP we like to presuppose that they are true and are curious as to what happens in any situation if they hold to be true.

In this series of newsletters I will be introducing the NLP presuppositions in turn.

4. Every behaviour is purposeful

This presupposition assumes that every one of our actions has at least one purpose, to achieve something that benefits us or gives us value. In NLP we separate the intention; even it is unconscious, from the action. When we consider this presupposition to be true, it follows that a person is not their behaviour, and that we can then dislike the behaviour whilst loving the person. With this frame of mind, conflicts can be more easily resolved or averted.

For example, you may have a nurse that drives you insane as she overstocks the surgery and then materials go out of date and are wasted. Her intention could be to be an organised and prepared nurse so that she is respected and appreciated.

Consider for a moment someone else's behaviour that challenges, frustrates or disappoints you. What could be the positive intent, albeit unconscious, behind this behaviour? As you consider this, notice how you are now able to separate the behaviour from the person. How does it change the way you think about the situation and the person concerned?

If you would like more information on NLP coaching and training programmes, contact jane@healthyandwealthy.co.uk or **01296 770462** or visit our website www.healthyandwealthy.co.uk

Courses and Workshops

What clients have said so far:

"Excellent method, delivery and presentation"

"An excellent introductory lecture full of relevant and practical advice"

"You should go, it's an eye opener"

Top 10 Habits, Essential for a Successful Business™ One-day Programme

- Have you bought a practice or are thinking about buying one and realise that you have not the skills or training in business management you need?
- Do you own a business and find yourself working long into the evenings and weekends trying to keep on top of everything?
- Are you a business owner whose team seem to be pulling in different directions rather than working together harmoniously?

This introductory seminar that will introduce you and your team to the top 10 habits that highly successful businesses have acquired that enable them to run a successful profitable business in which the team work together. When you learn and develop these habits, you, your business and your team will become Healthier and Wealthier.

Date:

Friday 17th April

Time:

9.00 am - 4.30 pm

Venue:

Cedar Lodge Training Centre, Marlow, Buckinghamshire SL7 1DQ

CPD:

6.5 Hours Verifiable CPD

Surviving and Thriving in the Credit Crunch™ One-day Programme

Have you:

- Noticed your appointment books becoming gappy or are worried they are going to?
- Noticed that your average patient spend has gone down, or you are worried that it will?
- Noticed that patients are putting off their treatments?

This introductory seminar that will give you and your team an insight into things that you can implement immediately to ensure your practices remain busy and prosperous during an economic downturn.

Date:

Friday 24th April

Time:

9.00 am - 4.30 pm

Venue:

Cedar Lodge Training Centre, Marlow, Buckinghamshire SL7 1DQ

CPD:

6.5 Hours Verifiable CPD

Investment: For the 1 day seminars:

£247 per Delegate

(£147 per Dental Nurse, Receptionist or Practice Manager)

Offers available:

- Up to £1000 may be eligible to be offset against Train to Gain leadership and management grant
- Book 4 places get 5th free
- Fees fully redeemable through Train to Gain* *Further information available on request.

Healthy and Wealthy Foundations™

This programme is a combination of coaching and training for business owners who have realised that they are not as successful as they want to be, or have realised that they know about the service they offer and not how to run a business. This programme will show clients essential strategies they must follow to create the successful business of their dreams. Areas that will be covered include:

- Creating a compelling vision
- Effective and efficient time management
- Complete financial control
- Consistently reproducible world-class customer service
- Excellent and harmonious teamwork
- Ethical, effortless and efficient selling skills
- Impressive, effective and inexpensive marketing
- Fully functional formulas
- Inspirational leadership
- Work-life balance

Dates:

- Friday 1st May
- Friday 29th May
- Friday 3rd July
- Friday 7th August
- Friday 4th September
- Friday 2nd October
- Friday 6th November
- Friday 4th December
- Friday 8th January 2010
- Friday 5th February 2010

Location:

Cedar House Training Centre, Marlow, Buckinghamshire SL7 1DQ

Investment:

Training days only £347 per month
Training and coaching £497 per month

Offers available:

- Up to £1000 may be eligible to be offset against Train to Gain leadership and management grant
- Book 4 places get 5th free
- Book before End April 09, 10 months for the Price of 9
- For businesses signed up to the full **Healthy and Wealthy Foundations™**, you will receive a 20% discount on all other Healthy and wealthy services, including **Healthy and Wealthy Foundations for Your Team™**

Healthy and Wealthy Foundations for Your Team™

This programme is designed for the teams whose business owners have are participating in Healthy and Wealthy Foundations, so they understand why changes are being made and become part of creating a successful business.

This programme will assist clients in:

- The rapid implementation of successful strategies
- Involve the staff in the implementation, increasing their job satisfaction and reducing business owners work load
- Creating a business which is efficient, successful and the whole team is working harmoniously.

Dates:

- Friday 19th June
- Friday 28th August
- Friday 23rd October
- Friday 18th December
- Friday 26th February 2010

Location:

Cedar Lodge Training Centre, Marlow, Buckinghamshire SL7 1DQ

Investment:

Training days only £197 per month

Offers available:

- Up to £1000 may be eligible to be offset against Train to Gain leadership and management grant
- Book 4 places get 5th free
- Book before end April 2009, and get 5 months for the price of 4
- For businesses signed up to the full **Healthy and Wealthy Foundations™**, will receive a 20% discount on **Healthy and Wealthy Foundations for Your Team™**

Top 10 Habits, Essential for a Successful Business™ 2 Hour Introductory Programme

This introductory seminar that will introduce you and your team to the top 10 habits that highly successful businesses have acquired that enable them to run a successful profitable business in which the team work together. When you learn and develop these habits, you, your business and your team

will become Healthier and Wealthier.

Date:

Wednesday 29th April

Time:

18:30-21:30

Venue:

Aylesbury College, Oxford Road, Aylesbury HP21 8PD

CPD:

2.0 Hours Verifiable CPD

Investment:

£37.00

£47.00 if paid on the door

Surviving and Thriving in the Credit Crunch™ 2 Hour Introductory Programme

This introductory seminar that will give you and your team an insight into things that you can implement immediately to ensure your practices remain busy and prosperous during an economic downturn.

Date:

Wednesday 13th May

Time:

18:30-21:30

Venue:

Aylesbury College, Oxford Road, Aylesbury HP21 8PD

CPD:

2.0 Hours Verifiable CPD

Investment:

£37.00

£47.00 if paid on the door

Offers available:

- Up to £1000 may be eligible to be offset against Train to Gain leadership and management grant
- Book 4 places get 5th free

Other Healthy and Wealthy training programmes include:

- Introduction to NLP
- NLP Practitioner training
- NLP Practitioner training for healthcare professionals
- NLP Master Practitioner training
- NLP Master Practitioner training for healthcare professionals
- Advanced communication skills
- Advanced communication skills for healthcare professionals
- Increased sales for healthcare providers using NLP™
- Organising your appointment book to generate more fees
- Introduction to coaching skills for business owners

For further details on all courses and workshops, contact us on **01296 770462**, or at

jane@healthyandwealthy.co.uk or go to www.healthyandwealthy.co.uk

Special Offers

Because 1st April is the time when we think of pranks and fun, we have been amusing ourselves by creating some special offers for the month.

Save 25% on a full day in-house training or coaching programme. *To qualify the day(s) must be a confirmed booking prior to 30 April, although can be undertaken at another time.

*The most popular days include:

- Taking control of your finances
- Improved customer service
- Organising your appointment book to generate more fees
- Improving your telephone manner
- Creating a harmonious and profitable team
- Creating a compelling vision
- Improved communication skills
- NLP in business

To book your place and get your discount contact jane@healthyandwealthy.co.uk or **01296 770462**.

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