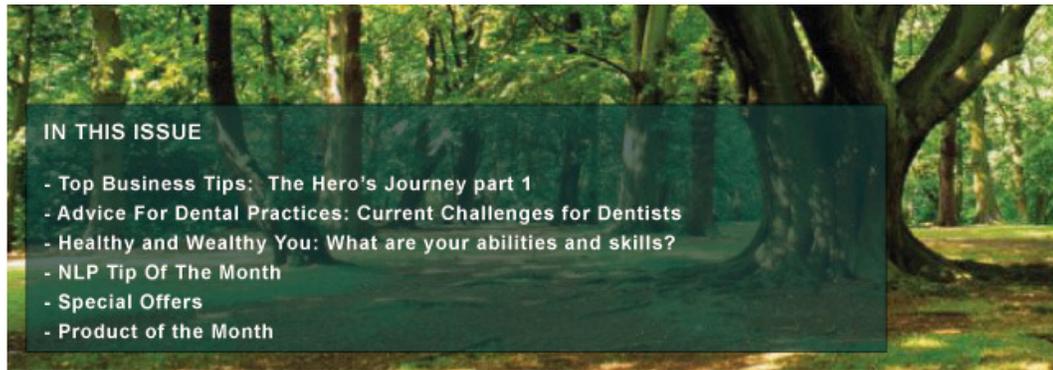






HEALTHY AND WEALTHY



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August Newsletter

Welcome to this month's issue of News from Healthy and Wealthy, our free newsletter keeping you in-touch with ways to make a difference in your business.

Our Coaches work with Dental Practices, entrepreneurs and business owners keeping them focused, in tune and motivated ensuring that they are able to create the businesses they were born to.

We are creating more health in your business so you have more wealth in your life. Please pass this newsletter on to anyone you think may be interested.

I am always pleased to receive feedback, please email me if you wish to make a comment about the content in this newsletter. Please email me on: [jane@healthyandwealthy.co.uk](mailto:jane@healthyandwealthy.co.uk)

## Top Business Tips:

### Play the long game in Customer Service

At the moment there is still doom and gloom in the media about how people are not spending and the economy is stagnating. What I am noticing is really happening is that people are spending and they are becoming very choosy about who they are spending with and when. While you are working to ensure that your client spends with you now, I would counsel you to ensure that you are playing the long game. By the long game I mean setting yourself up for long term client spends rather than short term gain at the expense of future sales. I would like to tell you of a recent experience to illustrate what I mean.

Recently I was at the gym at 6.30 am passing through reception when the young lad, with few customer skills and little training shouted at me across the reception to let me know that I owed the club for June's payment. I knew this could not be the case as I paid by direct debit and completed the standing order when requested. I let him know that I would discuss it when I had finished my session. I decided to discuss the matter with the duty manager as, having been shouted at across a crowded foyer, I suspected that the young lad would have limited ability to resolve the payment issue.

I spoke to the duty manager who explained that indeed the Club had made an error in entering my details and that I owed £49.00. No apology was made. I requested a statement of payments made and whilst I was shown some figures on a screen, I was not given a summary as requested. The tone of the member of staff from the Club, Nuffield Health, resulted in me feeling like I was a difficult and undervalued customer and lead me to consider cancelling my membership. In reality I am a valuable customer who signs up every year when the form comes through and regularly buys additional services. I informed the manager that I had been a regular customer for many years and worked with a personal trainer two or three times a week and that unfortunately I was considering leaving. Given that the club has many special offers on to attempt to recruit new members, including a free month's membership, I had hoped that I would be offered an apology for the error, and the outstanding sum to be written off in order to retain my membership. However no such offer was forthcoming, and I was left feeling frustrated and still unclear as to why my account had an outstanding fee.

Much research has shown that it is 5 times as expensive to recruit a new client as it to retain an existing one. Other research has shown that 69% of people change a service provider because of perceived indifference from the supplier. Furthermore, the beauty of a membership scheme such as I have at my gym, not only gives a regular income, but an opportunity to sell products to the clients, generating an increased income over the longer term. I was becoming increasingly frustrated that the gym was prepared to turn away a valuable client who filled in the membership forms each year, and bought regular sessions with a trainer, for the sake of £49.00, which was their mistake. This seemed like a lose - lose situation.

So frustrated was I with the non-sensical approach to customer retention, I contacted head office. Their response was the same, they acknowledged it was their mistake, and I must pay the £49.00 and if I choose to leave, I was free to do so. I was dumb founded that for the sake of £49.00 they were prepared to turn away a regular ongoing monthly payment of £49.00 and an additional £369 every 3-4 weeks.

I called my trainer and let him know that once I had completed my prepaid training sessions, I would need to make alternative arrangements. Fortunately, Steve Beazley is a sensible business man who was able to see that if the club wrote off the £49.00 (that was their error), they would be guaranteed my continued membership, which was far more valuable. Steve was able to use his influence and the matter has now been resolved and I have continued to use the gym and my personal trainer. A win - win situation.

This example cautions us in business not to cut our nose off to spite our faces. Where in your business would it be beneficial for you take a small loss now, so you can gain a greater dividend in the medium to long term?

More useful tips and advice for businesses are available free at <http://www.healthyandwealthy.co.uk/index.php?page=cms&id=19&p=how-healthy-and-wealthy-is-your-business?.html>

If you would like further information on how business coaching improves your performance at work, contact [jane@healthyandwealthy.co.uk](mailto:jane@healthyandwealthy.co.uk) or 01296 770462 or visit our website [www.healthyandwealthy.co.uk](http://www.healthyandwealthy.co.uk)

## Courses and Workshops



### 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 4th September  
Friday 2nd October  
Friday 6th November  
Friday 4th December  
Friday 8th January 2010  
Friday 5th February 2010  
Friday 5th March 2010  
Friday 2nd April 2010

Location:

Cedar House Training Centre, Marlow 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
- 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™
- Money back guarantee

### Healthy and Wealthy Foundations for Your Team™

This programme is designed for the teams whose business owners 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 25th September 2009  
Friday 27th November 2009  
Friday 29th January 2010  
Friday 26th March 2010

Location: Cedar Lodge Training Centre  
Marlow Buckinghamshire SL7 1DQ

Investment: Training days only £197 per month

## Advice for Dental Practices

### How to make requests

As I visit practices up and down the country and talk to dentists and their teams, I often come across breakdown in communication resulting from poorly made requests. At best this can result in resentment and misunderstanding and at worst belligerence and refusal to co-operate.

This can be prevented by following a few simple rules when you want to make a request at home or at work.

For a request to be followed through, you must fulfil several criteria:

- A person to make the request – You
- A person to make the request of – Them
- Specify your conditions of satisfaction
- The person the request is made of must be competent
- Sincerity in your request
- Shared obviousness of need for completion

**A person to make the request.** If you want to make a request of someone, you actually must make it. All too often I come across people who whether at work or home assume that someone else can mind read their needs and psychically know what it is they want them to do. Your friends, family and colleagues may know you well, however please don't assume they know what is on your mind. If you would like to enlist another person's co-operation you must ask for it.

**A person to make the request of.** All too often I notice dentists making a generalised request of staff and then become frustrated when it is not completed. This is because the request is not made of someone in particular. If you want something done on your behalf you must clearly make that request of a named person. When making a generalised request in a group situation you run the risk of no-one taking ownership, assuming everyone else will do it, resulting in no-one doing it. Rarely more than one person will commit to the task, in which case you will have a duplication of actions which is an inefficient use of your valuable staff resources.

**Specify your conditions of satisfaction.** When making a request it is essential that you define the criteria by which you know the job will have been done to your satisfaction. This means that you have a responsibility to the other person to know exactly what it is you are asking them to do. So often I become aware of people being asked to do something without being given the criteria of success, doing their best only to be lambasted when they have not delivered what the requester wanted. Very often the person making the request does not know what they want; they just know when they have not got it. Be clear about what you want and how you know it has been achieved.

When you make a request it must be SMART. That is specific, measurable, achievable, realistic and timed.

In other words when making a request you must be clear about, what you want, when, where, by whom, and how you want it done and how you want to be consulted throughout the project and at the end.

Your request should be sensory specific, utilising as many of the five senses as appropriate. Depending on what your request is, you will need to specify what you and others will see, hear, feel and maybe smell or taste when the request has been completely fulfilled.

At this point it is worth noting that just because you think you have defined your criteria of satisfaction, it does not automatically mean that the other person has understood. This is to do with an individual's sensory predicates and linguistic distortions, deletions and generalisations (more about those in another issue). It is best practice to ask the other person to reflect back to you exactly what you are asking of them so that you can be sure that they have clearly understood what you are asking.

For example, if you ask a nurse to take charge of the ordering, you will probably want to be specific about the budget she has available, how much stock you want to hold, if you have preferred materials and suppliers, when you want the ordering to be done, how you want the records kept. What I and many others have come to recognise is that the difference between delegation and abdication is invariably about being unclear about how you measure success.

**The person the request is made of must be competent.** When you make a request of someone else you must ensure that they are able to do it. If your request is to be fulfilled, you need to know that the other person has the aptitude, capabilities and resources available to complete your task. If they don't, you have to provide them and the know how to access the correct equipment, training and support. In some instances when making a request of someone else this may involve you training and mentoring them through the process. For example, if you are going to ask your hygienist to take impressions for you, you must be sure that (s)he has the clinical ability to do so, (s)he knows how to judge a good impression and they have the appropriate materials and equipment. If you are unsure that the person you are making the request of is competent, for your request to be actioned, you must ensure that the skills are developed or ask someone else.

**Sincerity in your request.** When you make a request of someone else, and you want it to be completed you must be sincere with your request.

For example, if you ask your practice manager to prepare your budget-actual report for a meeting next Monday and then you don't schedule the meeting, your request appears insincere and (s)he is unlikely to comply with the request. If however, you make the same request and the meeting to discuss the figures is scheduled into your appointment book, and you then attend the meeting with her to discuss the report, she will know that you are sincere in your request and is likely to comply.

**Shared obviousness of need for completion.** For someone else to follow a request made of them, they need to understand the reason they are being asked to do it. You probably won't need to give too much detail, they just have to understand the point, rather than presuming it is obvious, it is often a good habit to explain routinely. If your request appears to be pointless or no value to the other person they are unlikely to follow through. So if you ask your senior nurse to do an end of year stock count and generate a value of the goods held, you will need to explain to her that your accountant needs these figures in order to submit accurate accounts.

Follow these simple steps when making requests and notice how much more other people are able to do for you.

More useful tips and advice for dental practices are available free at If you would like further information on communication skills in practice, or would like more information on coaching and training programmes for dentists, contact jane@healthyandwealthy.co.uk or 01296 770462 or visit our website [www.healthyandwealthy.co.uk](http://www.healthyandwealthy.co.uk)

## Healthy and Wealthy You

### Healthy and Wealthy You – What are your values?

Our values are what make us who we are. They may be similar to those of our family and our friends and yet they are unique as our fingerprints.

Our values determine what we do, how we think, how we react and how we think about other people?  
Are you consciously aware of what your core values are?

In this introductory exercise, I will introduce some of the questions I use with clients to help them elicit their values. I do not use the word 'values' to describe a sense of morality or a personal philosophy. Whilst that is a valid way to define values, I will instead refer to your values to mean the qualities that define you, that are at the core of who you are. Your values are the things that matter most to you. Without these things, you would not be you.

Our values help us make choices about what we commit to in our lives. If you commit time and energy to something that violates or neglects one of your core values, you will most likely feel resentful and frustrated. If you do not honour your values in your activities and relationships, you will begin to get a nagging feeling that something is missing or wrong in your life.

While it is enormously helpful to know our core values, it's not always easy to identify them. I'd like you to create a list by thinking about the ideas below. Don't worry about getting it "right" and capturing all your values. Your list will be a work in progress. Also, your values don't have to be a single

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- Money back guarantee

Please look at our website

[www.healthyandwealthy.co.uk](http://www.healthyandwealthy.co.uk) for details of published articles, useful downloads subscription to our newsletter and much much more.

Other Healthy and Wealthy training

programmes include:

The current range of courses that are available include the following. These may be provided as bespoke inhouse trainings or as a standard seminar.

- Healthy and Wealthy Foundations™
- Healthy and Wealthy Foundations for your team™
- 1 Day Surviving and Thriving in the credit crunch™
- 1 Day top 10 habits essential for a successful business™
- Selling – It is a team game™
- Speak the same language as your patients™
- Influential Practice™
- Customer Journey
- Conflict resolution and overcoming objections.
- Use your appointment book advantageously™
- Create a compelling future™
- Clearly Healthy and Wealthy™
- Healthy and Wealthy Motivation™
- Healthy and Wealthy Systems™
- Healthy and Wealthy Teams™
- Healthy and Wealthy customer experience™
- Healthy and Wealthy You™
- Healthy and Wealthy Mind and Body™
- Healthy and Wealthy Bespoke™
- Introduction to NLP for healthcare providers™
- NLP Practitioner Training for healthcare providers™
- NLP Master Practitioner Training for healthcare providers™
- Advanced communication skills for healthcare providers™
- Increased sales for healthcare providers using NLP™
- Customer service skills for the team™
- Complimentary introduction to coaching taster session
- Other - Other courses can be arranged on a bespoke basis for your practice please call to discuss your specific requirements

Product of  
the Month



### Selling- it is a team game™

Book four places and get a 5th place free saving up to £797.00

To book your places and make your savings contact [jane@healthyandwealthy.co.uk](mailto:jane@healthyandwealthy.co.uk) or 01296 770462

Special Offers

### Win a coaching and training package valued £750.

I am interested in what you are experiencing as your biggest challenges in business at the moment. In return for you completing a short questionnaire, I will put your name into a prize draw and the winner will receive a Healthy and Wealthy Bronze coaching or training package, valued at £750, for free.

word - they could be strings of words or sentences.

Sit in a place that allows you to access your thoughts, undisturbed for at least one hour. You may wish to read through the questions and consider them for a day or so before writing the answers. Find the words that work for you.

**Core Values**

Think about these things and then write your answers below.

- What is important to you?
- What do you care about?
- What do you want in your life?
- What do you think your purpose is in life?
- What do you really enjoy doing?

**Peak Experiences**

Remember a time when you felt happiest? There may have been challenges and yet you were on a roll, feeling particularly fulfilled. It may have been a few minutes, or hours, or days.

- What was really important about this experience?
- What values were you honouring?

**Crazies**

Remember a time when you felt, angry, frustrated or reacted negatively.

- What value is being violated?
- What kinds of situations cause you to feel incongruent, or not being true to yourself?

More useful tips and advice for you are available free at <http://www.healthyandwealthy.co.uk/index.php?pag=cms&id=16&p=how-healthy-and-wealthy-are-you?.html>

If you would like more information on how to find out more about discovering your values and the impact that can have, contact [jane@healthyandwealthy.co.uk](mailto:jane@healthyandwealthy.co.uk) or 01296 770462 or visit our website [www.healthyandwealthy.co.uk](http://www.healthyandwealthy.co.uk)

**NLP Tip Of The Month**

**Neuro-Linguistic 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.

**8. Choice is better than no choice, always aim to increase choice.**

In NLP and coaching it is useful to presuppose that if you have a wider range of choices you can make better decisions. Experience has shown that when we act in a way that increases the choices available to us we become freer and have more influence over others and more importantly ourselves.

As a coach I am often asked to work with a client who feels debilitated in a specific area of their lives, whether it is how they interact with another person, their relationship with money or a health issue. In these circumstances the client generally feels that 'they have no option', 'there is only one way to deal with this' or 'this is my only choice'. Once the client has discovered for themselves that they have the ability to look at themselves and their situation from a multiple number of perspectives they see that they have far more choices, more possible action and more freedom and are able to make better decisions and take more appropriate actions.

**Where in your life do you feel your choices are limited?**

**What are the other viewpoints, that until now, you have not noticed?**

**What choices can you make when you look at this situation differently?**

If you would like more information on NLP coaching and training programmes, contact [jane@healthyandwealthy.co.uk](mailto:jane@healthyandwealthy.co.uk) or 01296 770462 or visit our website [www.healthyandwealthy.co.uk](http://www.healthyandwealthy.co.uk)

Please answer the questions below and e mail them to [jane@healthyandwealthy.co.uk](mailto:jane@healthyandwealthy.co.uk) with Prize Draw in the subject bar, before Friday 11th September. The winner will be announced in the October edition of News from Healthy and Wealthy

- What are your three biggest successes of 2009?
- Why are these achievements significant?
- What can you do to build on them to create even more?

Thank you for your co-operation and your name will be entered into the prize draw.

At my seminars Surviving and Thriving in the Credit Crunch™ I have a competition for the delegates, which is connected with their business cards. You have to be in it to win it and here is a photo of Jyoyti receiving her prize at the seminar she attended in Marlow.



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