



HEALTHY AND WEALTHY

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



February is the month of St Valentine's Day, a time when many of us focus on our personal and romantic relationships.

How often do you focus on your relationships with staff, clients and ourselves? The articles below will give you an insight into the importance of spending time and attention in these areas.

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Top Business Tips: Invest in creating good relationships

- **Clients generally *don't* remember what you say to them.**
- **Clients generally *don't* remember what you actually do.**
- **Clients *do* remember how you make them feel.**

In the current financial climate, people are becoming very choosy about whom they spend their money with. With so much doom and gloom around what I have noticed is that the businesses that are booming are those who give their clients a 'feel good factor'.

At this time it is essential that you focus on consistent and excellent customer service. There are plenty of other businesses around that offer the same or similar service to you. How do you treat your clients and prospects differently so that they feel compelled to buy from you and refer their contacts to you?

Excellent customer service costs very little and yet in my experience, it is generally overlooked. And yet customer service is often the main way your clients and prospects judge the quality of your product.

What are the things that make the difference?

- Greeting clients with a genuine smile that expresses you are pleased to see them.
- Being prepared, researching and knowing why they are coming to see you.
- Remembering their name and other things of significance.
- Acknowledging significant dates, birthdays, anniversaries, etc.
- Spending time finding out from them what their wants and needs are, not making assumptions.
- Offering solutions to their individual situation.

I am sure that you can add many more things to the list.

Now is the time to meet with your team and agree how you are all going to improve your customer service, so you are able to make your clients feel a million dollars every time you have contact with them.

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

Advice for Dental Practices:

Love your staff

I really resent my boyfriends buying me Valentines Day's cards and presents. I refuse dinner dates on February 14th and have been known to return gifts. I know in some men's eyes I am a gift from God given the pressure brought to bear by the united forces of Clintons and Interflora. Why do I wish nothing to do with Valentine's Day? I believe that if my partner loved me and wanted to bestow me with tokens of love and appreciation, he should do it every day and not on one predetermined day of the year.

How often do you acknowledge your staff and how hard they have worked? In so many practices I go into, acknowledgment of the staff is limited to a Christmas meal, and the principals wonder why the staff don't give their all.

I would encourage you to put into place ways to show that your staff are appreciated daily, and notice what an amazing effect this has on your team and the practice atmosphere.

Things you can do immediately:

- Consciously find every member of staff doing something well each day, comment on it and say "thank you".
- Say "good morning" and "good evening" to each team member, with a smile that shows that you are genuinely pleased to have them working with you each day.
- Schedule review meetings every three months, so that you find out what makes each of them tick.
- Remember their birthdays and anniversaries.

- Arrange seasonal staff social events.

Your practice can't function without a great team. Regular appreciation of those that you have will save you a great deal of time and money replacing them when they feel taken for granted.

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

Healthy and Wealthy You: Build a relationship with yourself

February is the time we focus on relationships and this is the theme of this month's newsletter. I have encouraged you to spend time looking after your clients and staff, and now it is time to make sure you look after yourself.

In my gym there is a poster that quotes Jim Rohn:

"Take care of your body, it is the only place you have to live."

When I am working with my clients on health issues time and time again we discover that the symptoms are actually messages from the client's body that something specific must change. This has been true for clients suffering from headaches, eczema, diabetes, joint disorders and eyesight problems. What is remarkable is that, for all my clients, when they have listened and understood the messages from their body, as soon as they follow their own advice, their symptoms disappear. What they also notice is that the symptoms often start quietly and increase as if someone is raising their voice to get their attention.

If you are currently experiencing a health challenge or symptom, consider this is a communication from your body, what is it to saying to you? If you were to take note what would you do differently?

Remember, "*Happiness lies first of all in health*" George William Curtis.

You may have broken your New Year's Resolutions, but it is not too late to start to look after yourself.

If you would like more information on coaching and training programmes for individuals, including health issues, 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.

2. You get what you focus on.

When working with a client my first question is always "so what do you want?" Invariably I am supplied with a long list of things my clients don't want and occasionally an "I don't know." Almost never are clients able to tell me what they actually *do* want.

Given that so many people don't know what they want, is it any real surprise that they don't get it?

Try this little experiment:

Do not think about a bar of chocolate.
Absolutely do not think about a bar of chocolate.
Whatever you do, I do not want you to think about a bar of chocolate.

What happened? Of course you thought about a bar of chocolate. That is because our mind cannot process a 'don't' or a 'not'. It has to imagine it first before cancelling it.

This is really significant when you want to make a change. For example if you want to change your body shape, if you set your goal as not to be fat or lose weight, your unconscious first imagines you fat or with weight. If you set your target to be slim, fit and active, your mind begins to see you as that and knows what you are aiming for.

Whatever it is that you want to change, be aware that you will get what you focus on.

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

Surviving and Thriving in the Credit Crunch™ - Introduction

A short introductory taster 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.

Wednesday 11th February 2009, 6:30 pm - 8:30 pm.

Holiday Inn, High Wycombe, M40 Jct 4 Handycross, HP11 1TL.

Top 10 Habits, Essential for a Successful Business™ - Introduction

A short introductory taster seminar that will introduce you and your team to the top 10 habits that highly successful businesses have acquired. You too can develop them and become even more successful.

Wednesday 25th February 2009, 6:30 pm - 8:30 pm.
Holiday Inn, High Wycombe, M40 Jct 4 Handycross, HP11 1TL.

Surviving and Thriving the Recession™ - 1 day

A full day seminar that will give you and your team an understanding of the current market place, offering many tools that you can implement immediately into your business, so that it can grow and become even more prosperous despite the current economic climate.

Monday 2nd March 2009, 9.00 am - 5.00 pm.
Holiday Inn, High Wycombe, M40 Jct 4 Handycross, HP11 1TL.

Top 10 Habits Essential for a Successful Business™ 1 Day

A full day seminar that will provide you and your team with the top 10 habits that highly successful businesses have acquired and an action plan that you can start to implement immediately to enhance your business.

Monday 9th March 2009, 9.00 am - 5.00 pm.
Holiday Inn, High Wycombe, M40 Jct 4 Handycross, HP11 1TL.

Healthy and Wealthy Foundations™

This programme is a combination of coaching and training for business owners and senior managers, 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 planning
- Complete financial control
- Consistently reproducible world class customer service
- Excellent and harmonious team
- Effortless and efficient selling skills
- Profitable systems
- Effective and inexpensive marketing
- Becoming an inspirational leader
- Work / life balance

Dates:

- Monday 23rd March
- Monday 20th April
- Monday 18th May

- Monday 29th June
- Monday 20th July
- Monday 20th July
- Monday 24th August
- Monday 21st September
- Monday 19th October
- Monday 23rd November
- Monday 14th December

Healthy and Wealthy Foundations for Your Team™

This programme is designed for the teams whose business owners have or 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 with the whole team working harmoniously

Dates:

- Monday 11th May
- Monday 13th July
- Monday 14th September
- Monday 9th November
- Monday 21st December

Location:

Holiday Inn, High Wycombe, M40 J4 Handycross, HP11 1JL.

Art in Business in conjunction with Peronelle Barnes

- To release the creativity of your unconscious mind
- To develop and create your business strategy for 2009
- To identify strategic alliances and develop a plan of how you can work together to grow your businesses

Thursday 12th February	High Wycombe
Wednesday 18th February	Maidenhead
Tuesday 24th February	Maidenhead
Wednesday 25th February	Aylesbury
Friday 13th March	High Wycombe

Principles for a Successful Business - Giving you the Edge in 2009 in conjunction with Karen Moule and Rhona Thompson

Thursday 19th February	Buckingham
Thursday 5th March	High Wycombe

Thursday 12th March

Milton Keynes

If you would like more information on my courses and workshops, contact jane@healthyandwealthy.co.uk or go to www.healthyandwealthy.co.uk

Special Offers

Because February has the smallest number of days of any month, I am making the investment you make for my programmes smaller for the duration of February.

Save 25% on a full day in-house training or coaching programme.

*To qualify the day(s) must be a confirmed booking prior to 28th February, although can be undertaken at another time.

Save £797 on Healthy and Wealthy Foundations™(Training and Coaching).

When you book your place on the Healthy and Wealthy Foundations™ training programme before the end of February, you will save £797.00

Save £497 on Healthy and Wealthy Foundations™(Training).

When you book your place on the Healthy and Wealthy Foundations™ training programme before the end of February, you will save £497.00

*The most popular days include;

- Taking Control of your Finances
- Improved Customer Service
- Getting Your Appointment Book to Generate More Fees
- 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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