



Now we are in March, the days of sunlight are really lengthening, the spring flowers are blooming and despite the doom and gloom many of us really have a spring in our step.

Spring is a time when many people think of the annual clean up. Traditionally this involved taking every item out of the house, cleaning and then only bringing back in what was needed for the next year. A great opportunity to review the usefulness of the things we have around us. Whilst most of us no longer empty the house, spring is a good time to reflect on what we are doing in our businesses and lives, making sure we are being the best we can possibly be.

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I do a lot of networking, as I believe it is the most effective way to build a business and a reputation. The exchange of business cards is an essential part of every networking situation, whether it is a structured networking event or meeting a new client prospect in an informal setting.

I have been to several networking events recently and am outraged at how poorly business cards were

being used.

Your business card is often the only tangible item a prospect has of your services, after an initial meeting with you. They will use your business card to judge you and your business and the quality of the services you offer. Does your business card say what you want it to say?

Last week I was sorting out my business card file and this is what I found:

- Business cards without any branding or business identity
- Business cards that are not attractive to the target niche
- Business cards without names on
- Business cards without contact details, including e-mail or telephone
- Business cards with hand written details
- Business cards made of poor quality paper
- Business cards that were not cut square
- Cheaply obtained logos and template business cards from the internet so that other people share your 'co-corporate identity'

I was at a meeting the other day and I met a business man, who has a 'top end' dental practice, he is obviously suffering in the current climate and was implying that he was doing everything he could to promote his business. It transpired that he did not have a business card, and the one his manager offered me was from a well known online card printer and was the same design as someone else's I met last week.

What is particularly curious about this Dentist is that he has a beautiful web site, which is branded and clearly identifies his niche market. However none of this is represented on the very poor business card, so clearly he is not doing all he can to be noticed by his target market.

**Your business card must be impressive and stand out from the rest, make it work for you.**

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](mailto:jane@healthyandwealthy.co.uk) or **01296 770462** or visit our website [www.healthyandwealthy.co.uk](http://www.healthyandwealthy.co.uk).

**Advice for Dental Practices:  
Is your receptionist driving patients away?**

Over the last few weeks I have rung many dental practices and been astounded at the extremely poor service receptionists provide.

We are currently in a situation where many people are choosing not to spend their money or switching providers so they get better value for money. **Is your receptionist attracting new patients or driving them away?**

Your receptionist is the first contact that a current or prospective new patient has with your practice. The standard of your dentistry, your qualifications, experience and the customer care of the entire team will be judged on how your receptionist handles that initial telephone call.

If my experience is anything to go by, patients will be shopping around to find a dentist. Yet, in all the calls I made, I only came across one receptionist, Jayne in Newton Purcell, who made me feel like I would be welcome at her practice. Had she offered me an appointment I would have said 'yes' even though I have just had my routine examination.

Common telephone experiences:

- Reception staff answering the phone in a bored and resentful manner
- Reception staff are not provided with basic information like the practice web or e-mail address
- Answer phones left on during office hours.

Here are two of my most enlightening experiences:

1. On calling the first practice I was instructed "ring back in ten minutes", there was no "Good morning, I am sorry I am with a client", just "ring back in ten minutes" barked at me. Needless to say I didn't.
2. In the second practice I was greeted with a "Good morning can you hold?" the phone was put down without being muted so I listened in on the entire patient/receptionist conversation. When it came to an end the handset was picked up and placed back on the receiver and I was cut off.

If you want to be attracting new patients at this time, you must train your reception staff how to answer the telephone with a welcoming smile and convey the information you want to get across. Spend time in regular meetings, use role plays and invite a trainer in for the day to get the best from your team.

If you would like more information on coaching and training programmes for dentists, including customer service, 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).

**Healthy and Wealthy You: No buts!**

Last week I have had a wonderfully successful week working with many new clients, who have

requested coaching in many areas including business development issues, time management challenges, and personal development and health issues. I am very pleased to report that each and all my clients have reported that the coaching work that we have done together has made a significant and immediate difference.

There has been a very common language pattern this week, the use of the word '**BUT**'. The word keeps on cropping up over and over again. For example:

"I really want to develop my business, **but** I want to spend more time with my family"

"I am determined to increase this month's sales figures, **but** we are behind target"

"I want to lose weight, **but** I like to eat out"

"I want to support my children as they are taking their exams, **but** they are so grumpy and unapproachable"

What I notice as a coach is, that when the word 'but' is used, everything that comes before it is dismissed and the focus on the 'problem' which comes after it. This trait limits the choices my clients have available to them.

What would happen if you were to replace '**but**' with '**and**'?

In my experience, when clients replace 'but' with 'and' they notice they have more options available to them and can achieve what they want in spite of the potential obstacle.

Compare these sentences with the previous ones, say them aloud and notice the difference.

"I really want to develop my business **and** I want to spend more time with my family"

"I really want to get well **and** my doctor says my condition is genetic."

"I am determined to increase this month's sales figures **and** we are behind target"

"I want to support my children as they are taking their exams **and** they are so grumpy and unapproachable"

"I want to lose weight **and** I like to eat out"

My challenge to you, if you choose to accept it, is:

Notice every time you use the word '**but**', then repeat the sentence substituting the word '**and**'. You may feel awkward initially and that is ok. Notice how things begin to change, and as change happens for the better, banish that word for good. **NO BUTS!**

If you would like more information on coaching and training programmes for individuals, including use of influential linguistic skills, 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-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.

### **3. You have within you the resources you need to achieve what you want, or you can create them.**

This presupposition assumes that you already have the wisdom you need to solve your current challenges or you know what resources, training skills or attitude you need and can find them. What many people like you often find is that they have encountered a similar situation before and overcome it.

What I have noticed for my clients is that when they consider this to be true they realise that they have far more skills, attributes and resources than they realised and that when they harness them their challenge is much easier to resolve.

Consider for a moment a challenge you have either at work or home, to do with people, finance or health. As you now realise that you already have the answers inside, or know where to find them, what can you do differently to remedy the situation?

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).

## **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"*

## **Surviving and Thriving the Recession™ 1 day**

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.

Dates:

**Friday 3rd April**

Location:

**Cedar House Training Centre, Marlow**

Investment:

**£247** per Clinician

**£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
- Book before end March 2009 and receive a 20% discount

## **Top 10 Habits Essential for a Successful Business™ 1 day**

Have you:

- Bought a practice or are thinking about buying one and realise that you have not got 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 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.

Dates:

**Friday 17th April**

Location:

**Cedar House Training Centre, Marlow**

Investment:

**£247** per Clinician

**£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
- Book before end March 2009 and receive a 20% discount

### **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 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

Between sessions you can receive two 45 minute coaching sessions.

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**

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 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:

**Marlow**

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™

Other Healthy and Wealthy coaching and training programmes available:

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™

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™

Introduction to Coaching Skills for Business Owners™

Healthy and Wealthy Bespoke™

If you would like more information on my courses and workshops, contact [jane@healthyandwealthy.co.uk](mailto:jane@healthyandwealthy.co.uk) or **01296 770462** or go to [www.healthyandwealthy.co.uk](http://www.healthyandwealthy.co.uk)

## Special Offers

Because March signifies change in the season, we at Healthy and Wealthy are changing some of our fees...

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

\*To qualify the day(s) must be a confirmed booking prior to 31st March, although can be undertaken at another time.

### **Save 20% on one day seminars.**

\*To qualify the one day seminar must be a confirmed booking prior to 31st March, although can be undertaken at another time.

To book your place and get your discount contact [jane@healthyandwealthy.co.uk](mailto:jane@healthyandwealthy.co.uk) or **01296 770462**.

[Join Our Mailing List!](#)

2 Hall Cottages, Grendon Underwood, Aylesbury, Bucks HP18 0SZ  
T: 01296 770462 M: 07989 757884 [www.healthyandwealthy.co.uk](http://www.healthyandwealthy.co.uk)

Registered in England and Wales. Unit 9b, Wingbury Business Village,  
Upper Wingbury Farm, Wingrave, Aylesbury, Bucks. HP22 4IW Company Registration No: 6269885