



HEALTHY AND WEALTHY

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



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Top Business Tips: Are You Giving Up Too Soon?

One of the many curious things I find in my coaching practice is that many clients approach me to help them overcome similar obstacles at the same time. Consequently I seem to be working with lots of people with similar issues and desired outcomes. Over the last few months I have been working with several clients wishing to overcome their fear of cold calling and telesales. Even more curious, was when I found myself reading the following statistics at the weekend.

Herbert True, a marketing specialist at Notre Dame University, did some research and discovered that when it comes to sales calls:

- 44% of all salespeople quit trying after the first call
- 24% quit after the second call
- 14% quit after the third call
- 12% quit trying to sell their prospect after the fourth call

Therefore 94% of all salespeople quit after the fourth call.

Interestingly, 60% of all sales were made after the fourth call.

Are you in the 6% who persist beyond four calls and expose yourself to the risk of having the conversations that will result in 60% of the sales?

If you would like further information as to how coaching and business training can improve

your confidence and selling skills contact jane@healthyandwealthy.co.uk or 01296 770462 or visit our website www.healthyandwealthy.co.uk

Advice for Dental Practices: How Much Treatment Is Walking Out The Door?

The other week I was giving a presentation '**Top 10 Habits Essential for a Successful Business**' to a group of non-dentists. Initially the group were surprised that I ran the same programme for dental practice owners and their teams, because they thought that dentists did not need to know about running a business. As the day went on, the group who were very intrigued that I was both a business coach and a dentist shared their dental experiences and began to realise that it is essential that dental practice owners and their teams attend such programmes, like my **Healthy and Wealthy Foundations™** and **Healthy and Wealthy Foundations for Your Team™**.

The group went into detail about their own dental experiences from a business perspective. I was shocked, and yet not surprised, at the common experiences the patients which resulted in them not receiving the treatment they would like. As a consequence they were dissatisfied, often not returning to their practices. All of which ultimately makes the dental practices far less profitable than they could be.

The most common problems encountered by the patients I was speaking to were:

- Extremely poor customer care from reception staff particularly on the telephone
- Not being given the opportunity to discuss ways they wanted to improve the look and feel of their mouths and smiles
- A feeling of being rushed and the dentist not having enough time

One lady had a very discoloured upper left central, which marred an otherwise potentially beautiful smile, and made her feel self-conscious and avoid smiling and cameras. What astounded this lady was that from across a training room I was able to tell that she had knocked her tooth and had an RCT. We went on to discuss possible treatment options that may be available including internal whitening and veneers. What my delegate became frustrated about was, if I was able to notice all that from across a room and give her possible treatment options, why had none of the three dentists she had visited in the last 15 years, who had done close up inspections, mentioned it? Time for one patient to change dentist to someone who is interested in providing her with what she wants.

An often-quoted figure is that most adult patients have on average £2,000 of potential treatment in their mouths that you have not offered them. If you were able to generate £2,000 of fees from each of your adult patients, what difference would that make to your business?

If you would like to find out how to reach the untapped reservoir of treatment in your existing patients, or if you 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

Healthy and Wealthy You: When Were You Most Happy And Most Successful?

One of the most common reasons that clients approach me for coaching is because they are dissatisfied or unhappy with some aspect of their life, career, business or relationships. They know they are unhappy, some are really very miserable and some seem to have little or no pleasure in their lives at all.

Despite so much dissatisfaction and unhappiness, when I ask the questions:

"What do you want?"

"How will you know when you have got what your heart desires?"

The most common response is:

"I don't know."

In this situation I ask my clients to do an exercise that gets their happiness hormones going and gives them clarity about what they want. Follow the instructions as you read this article and join in.

Take a stack of post it notes. Write on the first one a word or phrase that represents the **happiest event** in your life, draw a symbol or picture that represents this occasion and then tear it off the pad and stick it on the wall. Repeat this process for the second and third happiest events in your life.

Think of the three most **significant moments of achievement** in your life. What were they? Were they large? Such as sailing round the world single-handed? Or small and influential? Such as venturing beyond the end of your garden alone as a child? Whatever they were, write on three more 'post it' notes what your significant moments of achievement were, draw a symbol to represent this and stick them on the wall.

Once you have done this repeat the exercise again, finding another three happiest moments and significant achievements. Find a word or phrase and a symbol or picture to express them and stick them on the wall.

This completed, repeat again finding another three happiest moments and significant achievements, find a word or phrase and a symbol or picture to express them, and post them on the wall.

Now you have a collection of memories, what do you notice about how you feel?

Most people report back to me things like:

"It was really hard remembering things to start with, and then I noticed how many good memories I

had."

"I feel so much happier having done this."

"I have realised that I seldom do those things that make me happy, no wonder I am miserable."

This exercise gives you an opportunity to identify and reflect in those things that are really important to you, give you pleasure and fulfilment. Now you have identified them, build more of it into your day so you live life with passion.

If you would like more information on coaching and training programmes for individuals to improve your life experience and health, contact jane@healthyandwealthy.co.uk or **01296 770462** or visit our website 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.

5. You are doing the best you can, and you probably could do better.

This presupposition gives us space to recognise our mistakes and learn from them. It enables us to be able to look at our behaviours and realise that, in any given situation, we responded in the best way we knew how to with the information and resources that were available at the time. This is a powerful consideration, as it does not allow us to accept the 'status quo' and encourages us to improve our behaviours and responses. If our actions did not achieve the desired result, we can ask ourselves, "What could I do differently next time to get a better result?" and "What skills would it be useful for me to develop?"

A practical application of this could be if you are stuck in a traffic jam, late for a meeting and out of frustration you shout at a loved one who happens to call you on the phone 'at the wrong time'. In that moment you may be responding in the best way you knew how to do. Obviously causing distress to a loved one is not an ideal outcome, so what could you do to take responsibility for your actions and ensure you act differently next time?

What situation have you been in this week that you could consider, "I am doing the best I can, and I probably could do better?"

With this thought in mind, what could you do differently that would get a better result?

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"

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 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
- Friday 5th March 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 £1,000 may be eligible to be offset against Train to Gain leadership and management grant
- Book 4 places get 5th free
- 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 owner's work load
- Creating a business which is efficient, successful and the whole team is working harmoniously

Dates:

- Friday 17th June
- Friday 25th September
- Friday 27th November
- Friday 29th January 2010
- Friday 26th March 2010

Location:

Cedar Lodge Training Centre, Marlow, Buckinghamshire SL7 1DQ

Investment:

Training days only £197 per month

Offers available:

- Up to £1,000 may be eligible to be offset against Train to Gain leadership and management grant
- Book 4 places get 5th free
- For businesses signed up to the full **Healthy and Wealthy Foundations™**, will receive a 20% discount on **Healthy and Wealthy Foundations for Your Team™**

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 £1,000 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 May is a time when there is lots of growth in your gardens, and flowers are beginning to bloom, Healthy and Wealthy have some special May offers that will bring growth and blooms to your business.

Book a full day in-house training or coaching programme and get a second consecutive day half price*.

*To qualify the day(s) must be a confirmed booking prior to 30th May, although they can be scheduled

for 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 to increase sales
- Creating a harmonious and profitable team
- Creating a compelling vision
- Improved communication skills
- NLP in business
- Advanced communication skills for Healthcare providers

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

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