

## Agenda- Friday, November 4th

12:00-1:00pm

**Onsite Training at Healthy Habits Wellness Clinic**

### ROOM 1

1:30-3:45pm

**Business Owner Meeting with Dr. Lundahl**

- How to lower overhead & increase profits
- How soon until you become profitable

3:45-4:00pm

**Break**

4:00-5:00pm

**Business Owner Meeting with Dr. Lundahl**

- How to implement long-term business stability

5:00-6:00pm

**Online Marketing with MaxEffect Marketing**

- Website Development
- Multi-Channel Digital Marketing
- Social Media Marketing

### ROOM 2

1:30-2:30pm

**Front Desk and Medical Assistant Training with Amanda Scott**

- Go from 0% to 80% booking rate in 6.5 Seconds!
- Where did you come from? The Importance of Lead Source Reports!
- What's So Special About Specials?
- I Flow, You Flow, We All Flow for More Dough! Importance of Patient Flow!

2:30-3:45pm

**Counseling Training with Dorinda Wilkins**

- Lifestyle Program
- Fast Track Program

3:45-4:00pm

**Break**

4:00-6:00pm

**Counseling Training with Dorinda Wilkins**

- Fast Track Program Continued
- Quick Start Program

# Agenda- Saturday, November 5th

9:00-9:45am

## Consultant Training with Yvonne Kimball

- How to be personable with a patient
- The importance of the questionnaire
- The Session
- Inactive patient follow-ups and upgrades

9:45-11:15am

## Advanced Consulting Training with Debra Leonard

- Learn from a professional how to use an effective consultation process that will increase sales
- Learn how to see the consultation as a tool for "making" the sale, not selling weight loss
- Weight loss consultation drilling exercises to turn your salesperson into an expert
- Weight loss program package sales versus a la carte weight loss sales

11:15-11:30am

## Break

11:30am-1:15pm

## Marketing Training with Jim Briggs

- How to maximize marketing and consultant protocol
- Maximizing your consultants talents for closing more patients
- Marketing to your audience
- Selling the value of a weight loss program
- How to maximize consulting booking
- How to generate 75-150+ new patients

1:15-2:30pm

## Lunch Break

2:30-4:45pm

## Management Training with Debra Leonard

- How to empower yourself and your staff
- Communicate and discipline effectively
- Keep employees focused and increase productivity
- What leadership is from the employees' point of view
- Analyzing effective listening processes and skills
- What leadership is from the supervisor's point of view

4:45-5:00pm

## Q+A Session with HHMC Team

- Bring your most difficult questions or issues you may be struggling with in your practice