



FPC Business Model Training, 2001

Date: December 13th, 14th and 15th with travel on the 13th and the 16th.

Time: December 13th from 2:30 PM to 6 PM, 8 AM to 12 PM and 1 PM to 5:30 PM on the 14th and the 15th. Morning and afternoon breaks included

Location: Salem Oregon, Arrive at corporate office and meetings on 13th then remaining meeting time at Phoenix Inn

Workshop Description

This workshop will provide an environment where each sales person will be able to participate in and observe role-playing of how to talk about and describe the FPC Business Model as now defined. Each sales person will have extensive time role-playing as a customer, as a sales person, with each other, and with Kevin and John and observe the exercises when not in a role-play.

Intended Sales Person Learning Outcomes

Sales person will be able to present and discuss all facets of the FPC Business Model in any given circumstance. Situations in which the sales person will be comfortable and accurate in their language as an individual or in a team will include all steps to the sale, resale situations of clients, ongoing problem solving in clients, and in event situations both large and small.

Learning Assessment Tasks

The learning outcome will be determined by these two tasks that progressively build on each other:

1. Procedure: Demonstrate through each role-play, ability to confidently articulate all of the product attributes of the FPC Business Model.

2. Presentation: Present to the group as a whole, two areas of the FPC Business Model in a format chosen by the sales person. Can be a dialogue, a question and answer session, a presentation, or a sales interview.

Workshop Content

<i>Themes, Issues, and Concepts</i>	<i>Skills</i>
Themes: Professionalism Efficacy Self Direction Productivity	1. Develop personal style of discussing FPC Business Model (Personal voice).
Issues: Relaxed presentation Client trust and rapport Agility to respond effectively Solution sell	2. Adapt product language to any sales situation.
Concepts: Language Presentation Business Model Control Fee for Service Steps to sale Funding Treatment Acceptance Profit center Bottom line Peak performance Outsourcing	3. Create confidence in self and in potential prospect.
	4. Describe clearly and concisely the FPC Business Model.
	5. Solve problems and build value using the FPC Business Model language.
	6. Train and mentor others in the FPC Business Model.

Learning Resources

This workshop is based on a highly interactive role-play model and there are no books that will help you achieve the outcomes envisioned. There are however, a variety of materials that I recommend studying before you participate. The more familiar you are with this material before participating in the workshop, the more you will get out of the experience. Not surprisingly, the more you put in, the more you get out. Please bring your Soft Selling materials, particularly any scripts and tapes you may have developed during the course. Please pack your tape recorders and bring with you as you may also need these. Listed below are the materials with which I would like you to be familiar.

1. The Better Bottom Line:

Please study this and understand the message as it is the foundation of the product we now sell.

2. The FPC Story:

Become familiar with our history and the professional teams that provide our solution to the doctor.

3. The FPC Consultant Brochure:

When we interface with professional advisors to practices, it is critical that our role as partner is understood.

4. Treatment Plan Acceptance Ad:

This is a very powerful message and one that we will lead with for quite a while.

5. It Is Your Practice, Isn't It? Ad:

Control is a powerful ally to FPC. Understand this message.

6. 9/21/01 Memo on talk-to-points of our message:

This two page memo outlined language that we must understand to sell the FPC Business Model.

7. John Inman Tape on the FPC Business Model Language:

I have taped some language for you, much of which will be used in the role-plays. The more you know, the easier it will be.

Assessment

As you participate in the workshop, we will be observing your work in each role-play as well as the final presentation in which you will participate. As we observe your work, we will be taking notes on areas where you excel and areas in which we may want you to make improvements. As you noted in the outcomes for this workshop, we expect you to learn to develop your own voice while talking about FPC and will not assess you against a perfect model. We will be assessing you against what we believe is your potential best performance and give you an honest assessment of where you are in comparison to your envisioned peak performance. We will ask for your individual assessments of your own work and then discuss the differences with you to come to a final assessment. We want you to become a conscience competent where you know when and why you are good and be able to replicate this performance on demand. There will be no failing performances, only those that need more or less work to improve.

Learning Activities

December 13th

2:30 PM-3 PM: Arrive at Corporate, say hi, and provide laptops to Eric to work on through Friday. Quick introductions, hugs and kiss's and now to work for an hour.

3 PM-4 PM: Orientation on Fee Builder with demonstrations and a discussion on how the product will fit into our solution and what the role of sales is in its deployment.

4 PM-5 PM: Your internal team members are providing a potluck dinner for you and internal team members who wish to join the fun. Time to make and renew acquaintances, mingle, have fun, and unwind.

5 PM-6 PM: Introduce workshop processes and objectives and select pairs (buddies) that will work together through-out workshop. Pairs to be selected based on one person with high comfort level and one person with low comfort level of process.

6 PM-10 PM: Study on your own, with buddy, or in groups and be ready to work the next morning.

December 14th

7 AM-8 AM: Continental breakfast and discussion. We will start promptly at 8 AM.

8 AM-10 AM: *Role-play of FPC story.* Kevin and John demonstrate first, both acting as a doctor and a sales person. After each person participates, each team will role-play at front of room for the rest of the group acting as both client and sales person. Questions and suggestions will be part of the continuing process.

10 AM-10:15 AM: Break with snacks

10:15 AM-12 PM: *Role-play of Treatment Plan Acceptance story.* Kevin and John demonstrate first, both acting as a doctor and a sales person. After each person participates, each team will role-play at front of room for the rest of the group acting as both client and sales person. Questions and suggestions will be part of the continuing process.

12 PM-1 PM: Lunch served in conference room and discussion

1 PM-3 PM: *Role-play of FPC Better Bottom Line story.* Kevin and John demonstrate first, both acting as a doctor and a sales person. After each person participates, each team will role-play at front of room for the rest of the group acting as both client and sales person. Questions and suggestions will be part of the continuing process.

3 PM-3:15 PM: Break with snacks

3:15 PM-5 PM: *Role-play of Doctor Gaining Control of Practice with FPC story.* Kevin and John demonstrate first, both acting as a doctor and a sales person. After each person participates, each team will role-play at front of room for the rest of the group acting as both client and sales person. Questions and suggestions will be part of the continuing process.

5:00 PM-5:30 PM: Wrap up and discussion on today's process and what was achieved. If we are behind and have not finished the exercises today, we will work over until we finish. We will not role today's exercises into tomorrow.

5:30 PM-10 PM: Dinner out or as a group. Make sure each pair of buddies has dinner together at least. No partying will be accepted. Expected to be on time in morning and ready to fully engage. Be prepared to bring Soft Selling steps to sale and your work on language developed during the Soft Selling class.

December 15th

7 AM-8 AM: Continental breakfast and discussion. We will start promptly at 8 AM.

8 AM-8:30 AM: Questions and answers based on yesterday's experience. Share feelings, ideas, concerns, and areas that need further work.

8:30 AM-10 AM: *Role-play of how to discuss FPC in approach to suspect.* Kevin and John demonstrate first, both acting as a doctor and a sales person. After each person participates, each team will role-play at front of room for the rest of the group acting as both client and sales person. Questions and suggestions will be part of the continuing process.

10 AM-10:15 AM: Break with snacks

10:15 AM-12 PM: *Role-play of how FPC helps practices reach peak performance story.* Kevin and John demonstrate first, both acting as a doctor and a sales person. After each person participates, each team will role-play at front of room for the rest of the group acting as both client and sales person. Questions and suggestions will be part of the continuing process.

12 PM-1 PM: Lunch served in conference room and discussion

1 PM-3 PM: *Role-play of overcoming objections.* Kevin and John demonstrate first, both acting as a doctor and a sales person. After each person participates, each team will role-play at front of room for the rest of the group acting as both client and sales person. Again, each person or team in this instance will choose the objection they wish to overcome. Questions and suggestions will be part of the continuing process.

3 PM-3:15 PM: Break with snacks

3:15 PM-5 PM: *Role-play specific areas requested by team.* Kevin and John demonstrate first, and then the person requesting role-play will role-play with Kevin or John. Questions and suggestions will be part of the continuing process.

5:00 PM-5:30 PM: Wrap up and set expectations for effective use of knowledge, skills, and attitudes gained during workshop. Final Assessments by team members. If we have not finished the exercises, we will work over until we are finished.

5:30 PM-11 PM: Dinner out on own or in a group.

December 16th

Go home to your families and have a great Christmas holiday. But first, put your work from this workshop into practice this coming week so that you can help anchor this new language into your mind. The more you practice, the better you will get and if you hit the ground running right out of the workshop, you can make a substantial positive impact on your next years performance. We expect field application by following up on leads, bringing existing prospects on through sales process, or by taking existing clients to lunch and interviewing them. Thank you and go knock em dead.