

From Consultation to Commitment

Transform your nutrition practice into a thriving business



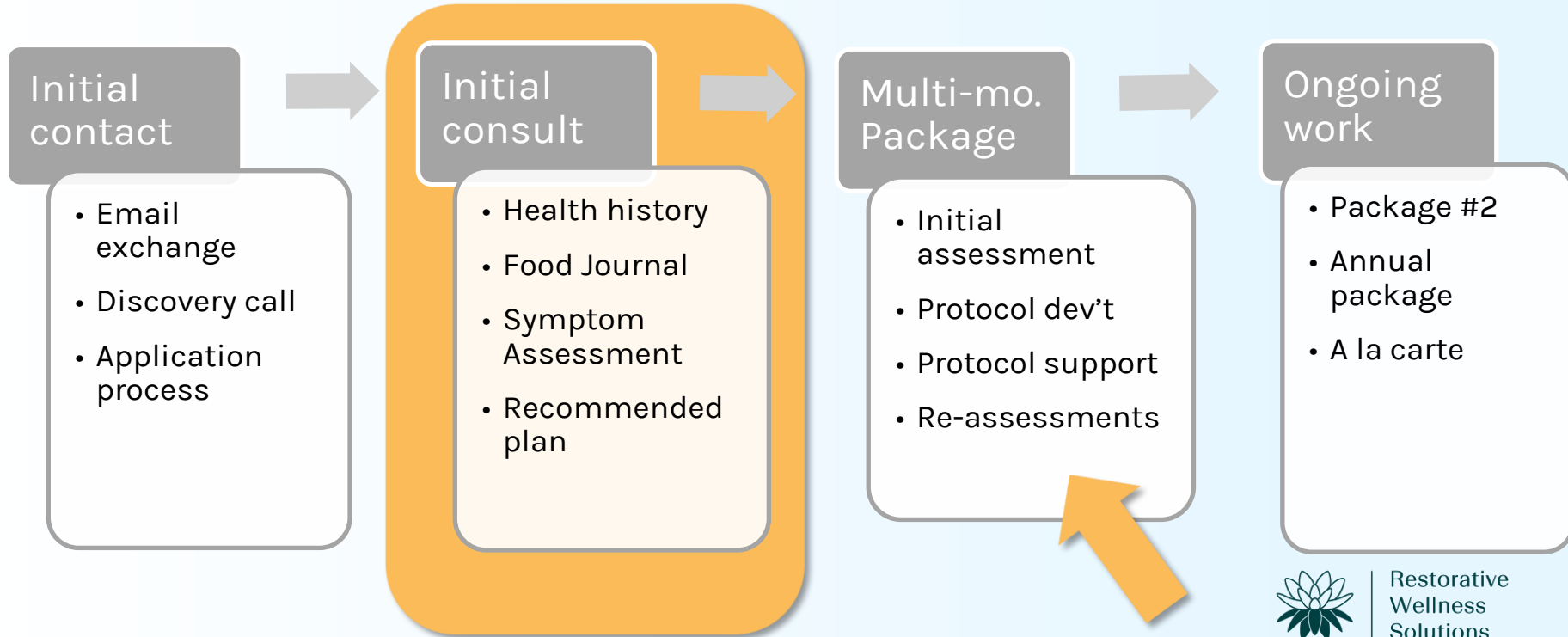
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Wellness
Solutions

Our outcomes for today:

- Learn how to set up your business model to work *with* the realities of our work as nutrition professionals, not against them
- How to leverage your clinical skills to become your most effective sales tool
- How to transform the nuts and bolts of a standard initial nutrition consultation into a powerful tool for converting clients into higher-ticket nutrition packages



Our Journey: The Typical Client Journey



Where it all began...

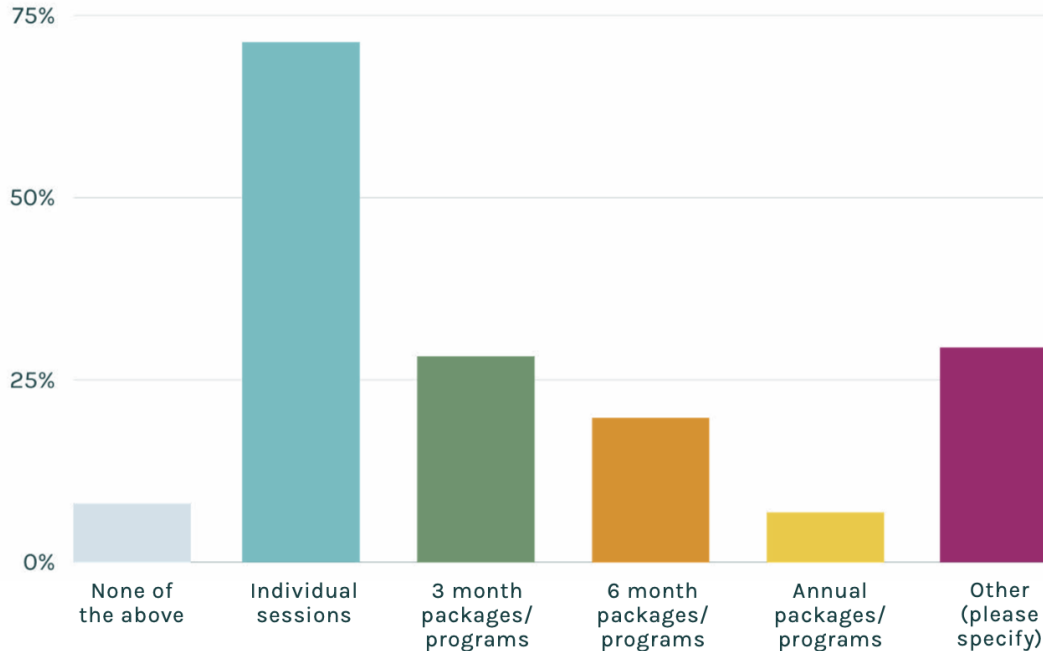


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From the 2023 State of the Industry Report:

INSIGHTS

Types of packages offered



Download the full report here:



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Important realities of our work as nutrition professionals

1. Clients only get results by making the changes we ask them to make – and *behavior change is hard*.
2. We can do hard things even better with the right support and tools.
3. This work takes time.



Working à-la-carte

- ✓ Client pays session-by-session as needed
- ✓ Easier to present to the client initially
- ✓ No long-term commitment required
- ✗ Client far more likely to bail on the process
- ✗ Increased risk of the over-emailer who won't book a session
- ✗ Doesn't align with the realities of our work (this is a long-term process)
- ✗ Much lower success rate
- ✗ Low referral rate



Working in packages

- ✓ Client is enrolled into (and pays for) the full process
 - ✓ Client less likely to bail
 - ✓ Full support built in
 - ✓ Aligns with the realities of our work (takes time, can be hard)
 - ✓ Much higher success rate
 - ✓ Happy clients = referrals
 - ✓ Win-win-win
- ✗ Harder (at first) to present this to your client
 - ✗ Depending on your prices, can be cost prohibitive for some



**It's not about the price,
it's about the model**



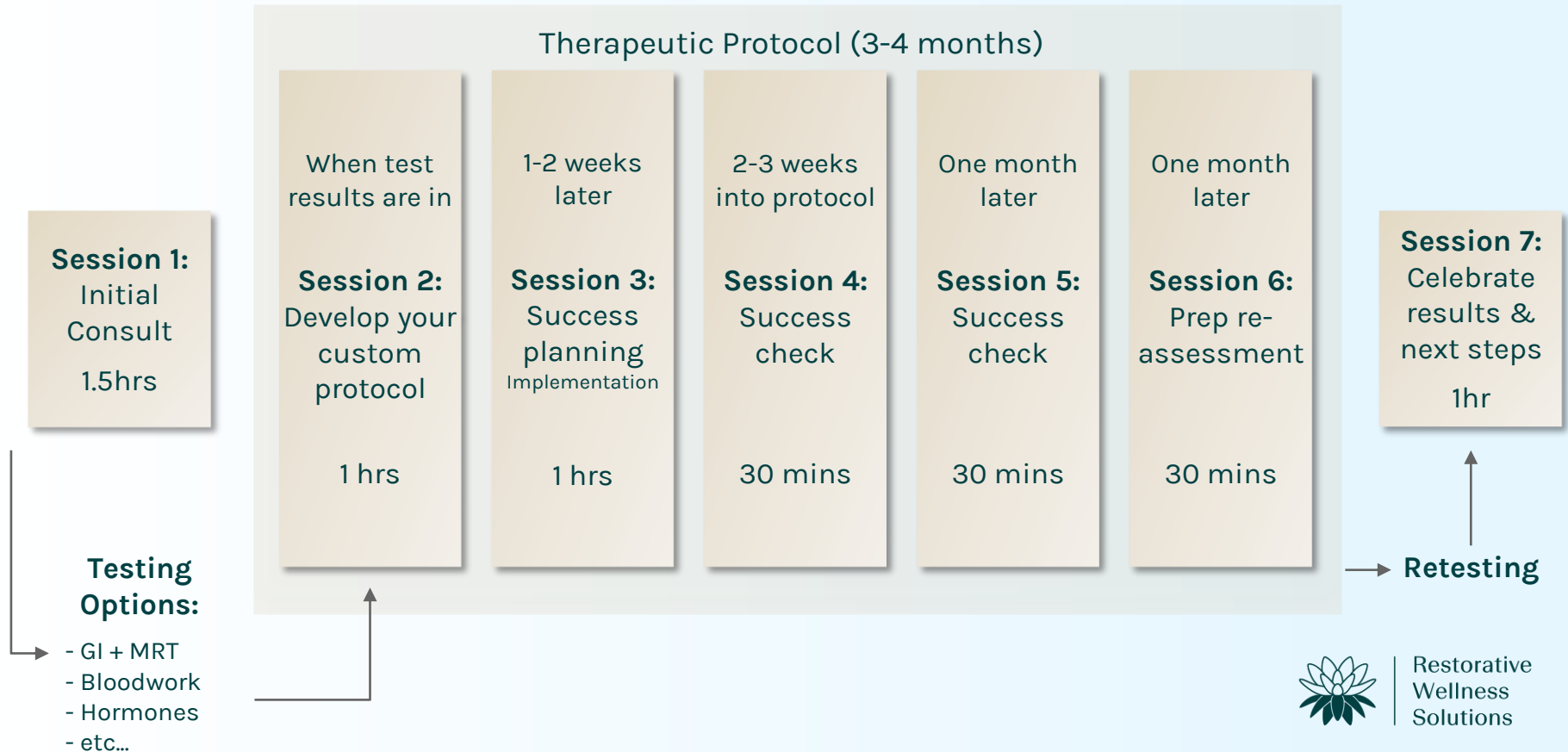
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What to include in a package?

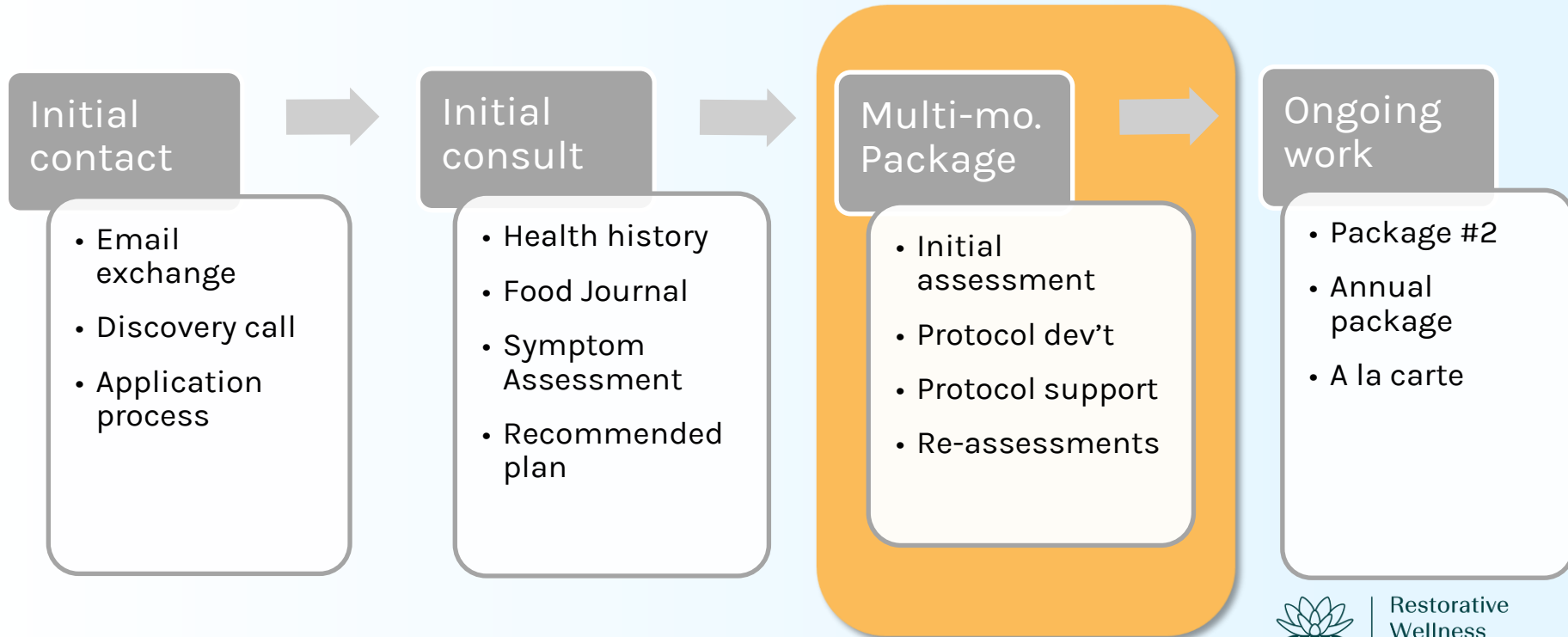
- Your time only
- Your time + testing/assessment
- Your time + testing + discount on supplements
- Your time + testing + supplements
- Add-ons:
 - Other team members (e.g. health coach) for support
 - Other resources (e.g. online programs, books) you have available



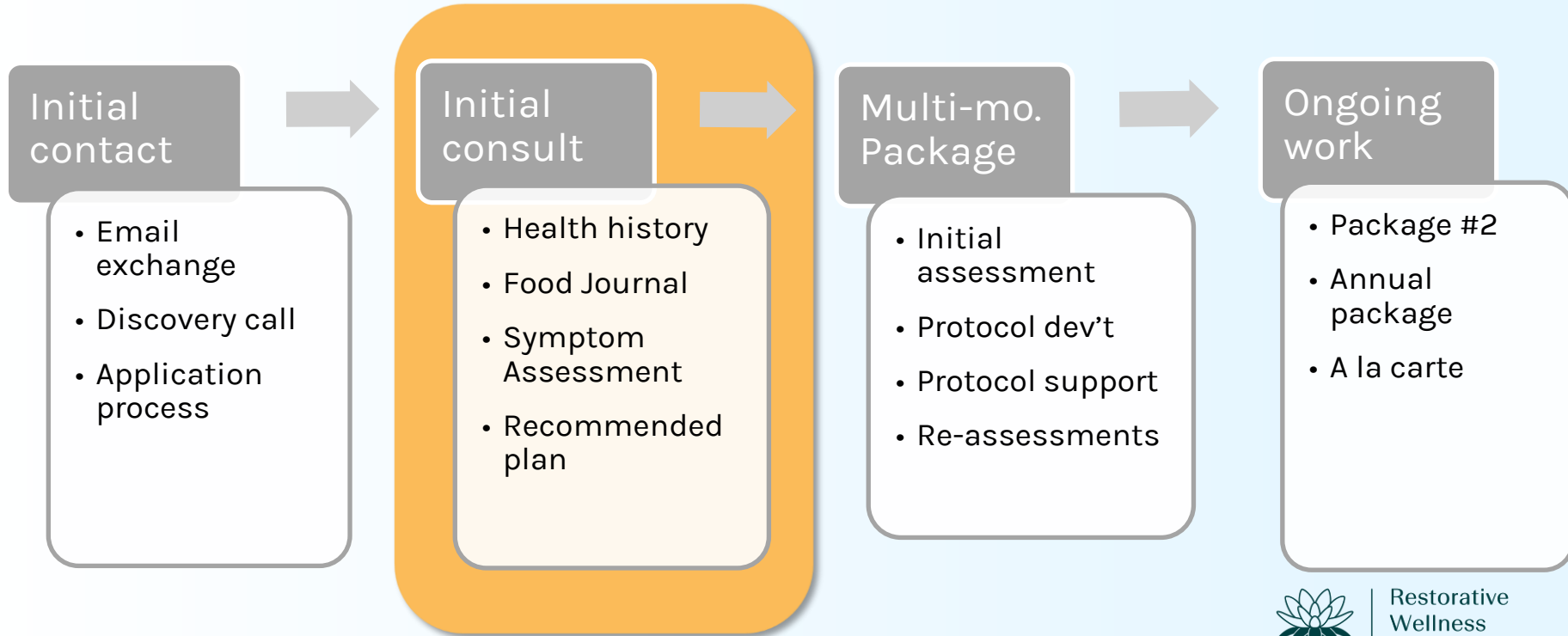
Sample 6-month Package Structure



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Initial contact → Initial consult

Email Exchange



Discovery Call



Application Form



Initial Consult



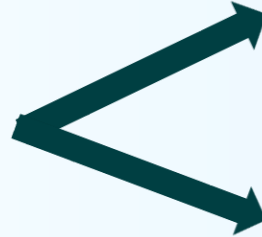
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Sample initial contact process

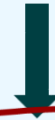
Step 1: Completes
application form



Step 2: Email
exchange



Books 15 min
Discovery Call *(free)*



Books Initial
Consultation *(paid)*



Download our forms

- ✓ Sample application form
- ✓ Initial contact email template
- ✓ Dos and Don'ts of the discovery call



The power and purpose of the initial consultation

- Opportunity to really understand client's health history
- Help client to make sense of how they got here
- Help them get really clear on their goals – what does success look like for them?
- Make recommendations on how to get from here to their goals
- Sales! Done right, this is your most powerful sales tool



Structure of the initial consult

1. Build rapport and explain what's to come
2. Two superpower “Hidden Agendas”
3. Health history / food journal / symptom burden
4. Define outstanding success
5. Help client make sense of their history
6. Provide recommendations
7. Present your offer

For full scripts,
detailed agenda:



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1. Build rapport and explain what's to come

- Sets the tone for the conversation
- Sets expectations
- Honor the work they've done to date (from paperwork to historic work with other clinicians)
- Explain how you'll spend your time together
- Show you've already got ideas and are well-prepped for the conversation



2. Two superpower “hidden agenda” questions

1. “In order for this work to be successful, we need to get along...”

Psychologically totally takes the pressure off you and your client, has them looking for ways it DOES work for them

2. “I want to know why this is important to you...”

Psychologically prepping them for their success



3. Health History / Food Journal / Symptom Assessment

- The majority of the time in your session is spent here (approx. 45-55 mins of a 90 min session)
- You're the pro at this already!!
- Remember: this is your moment to be quiet, listen, ask good questions; this is **not** the time to make recommendations.



4. Define “outstanding success”

- “Let’s imagine we’re 6 months out and this work has been an outstanding success. What does that look like for you?”
- Write everything down! Ensure everything is included and stretch them if expectations are too low
- Go beyond symptoms: ensure you’ve captured how life will be different
- Re-read what you’ve written using present tense language
- Most important statement: ***Every single recommendation I’m going to make from here on out is with a view to helping you achieve these goals.***



5. Help client make sense of their history

- Some clients have no idea that what seems totally unrelated is all connected, and part of the journey
- Your role here is to weave together the apparently disparate threads of various health issues to see how it brought them to this moment ... and, powerfully, how these threads can be unwound to bring them to a state of regained health.
- This is about presenting possibility! (not making guarantees, but inspiring hope)



6. Provide recommendations

- Share your process
- Offer 1-2 high impact things they can implement immediately whether or not they continue working with you
- Share the bigger game plan and what this involves (any additional assessment tools such as lab testing, muscle testing, etc., dietary changes, supplement protocols, whatever is in your toolkit!)
- Paint the picture of the journey you're going to take together

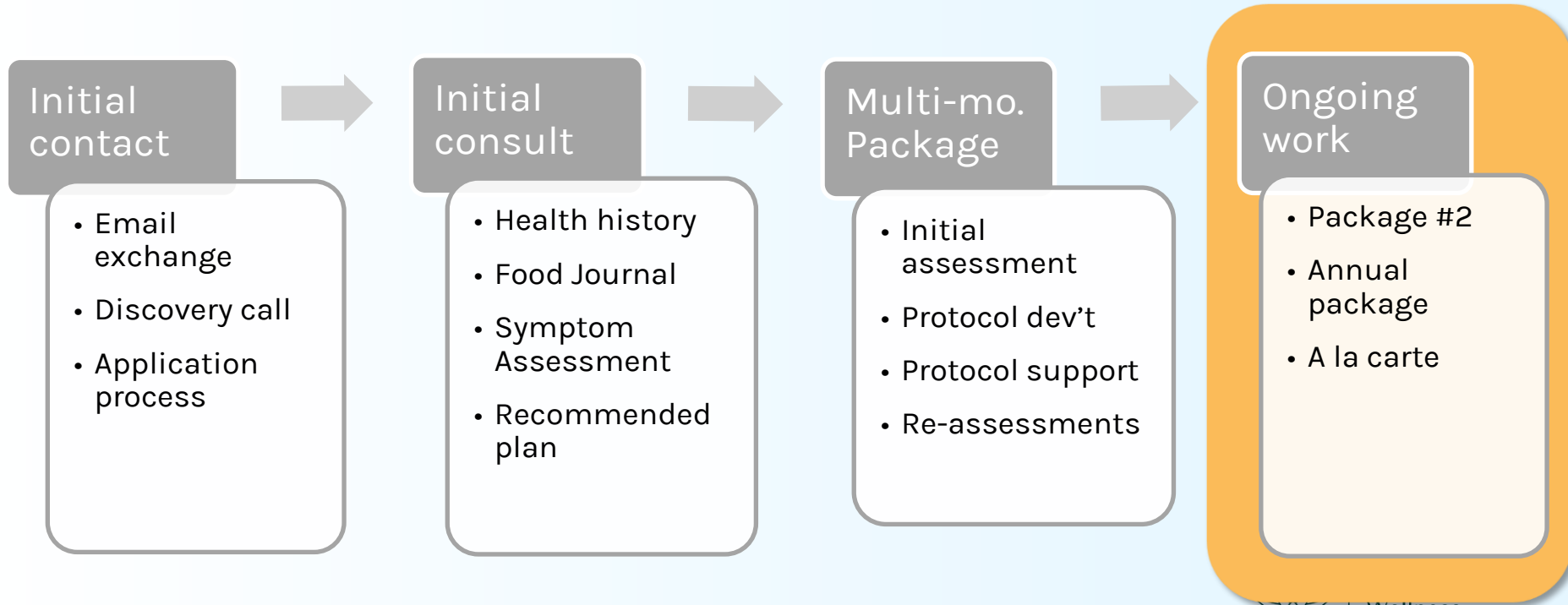


7. Present your offer

- Explain how you structure your work and why
- This is the first time you discuss pricing! It's at the time when they're ready to hear it – in the context of the value that is being offered.
- Explain what's included in your package, the cost, and the commitment
- Be clear, transparent, and unemotional



Our Journey: The Typical Client Journey



What happens next?

- Another round of full 6-month package
- Move into lower-tiered Annual program
 - Include set # of sessions they can use throughout the year
 - Include supplement discount
 - Labs included at wholesale
 - If you include bloodwork in your practice, consider adding a comprehensive panel
- A la carte is now an option (reserve benefits such as supplement discounts to programs/packages)



Three things to remember:

- 1. It's not about the price, it's about the model**
 - Working in packages best supports your business and your clients' outcomes
- 2. Your initial consultation is your most powerful sales tool**
 - It allows prospective clients to be fully heard, to create and anchor a vision of what's possible, and to set the stage of what's to come
 - It makes your offer a no-brainer for the right-fit client
- 3. This proposed process assumes you have the clinical skills and confidence needed to support your prospective client**
 - If you don't, please be sure to refer clients to someone who does and/or seek to advance your clinical skills through the appropriate training



A note on clinical skills and competency



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Want support advancing your practice?

1

Access materials
from today's
discussion:



2

Download the
**State of the Industry
Report for Nutrition
Practitioners:**



3

Stay up-to-date on
the latest clinical
insights and best
practices:

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