

Is the Medical Profession a good way to Compare the Skill Sets of Sales People?

Often the way sales are done is to compare sales to doctors and emergency room service. I find this very odd to use those as comparisons. Frequently the statement I made that no one asks the emergency room service how much is it going to cost. First there is a difference between needing emergency medical service to selling. Second the people are not prepared to visit the emergency room; they are forced to go there.

There is no discovery of how good is the emergency room doctor. There is no discovery of how far the doctor will go. It is an emergency and it will be done as quickly as possible and to get the job done. There is no thought to what is the best way to cut into a person and will it leave a nasty scar, the main objective is how fast I have to do this to save the person's life. While I am there should this be done to save the person from having to do this at a later time?

However when a person is searching for a family doctor there are conditions that must be met. Those conditions are: do I like him or her, do they seem to care, and is it an individual or a group. Individuals want to know that their doctor is the best for him or her. Whenever we talk about best it is subjective to that person. Will this doctor be included on my insurance in network and that is a price thing. How much is my co-pay. There is an interview with the doctor that allows the patient and doctor to discover if he or she can work together. A discovery of trust and respect is at the forefront.

In 1996 I was forced to visit the emergency room and I was also forced to use the surgeon that was on duty or on call. I had a successful surgery however things were done that I had no idea and worse yet I had no ability to make the decision on how it was going to be done. The surgeon was not the surgeon of my choice and I have not been back to him or ask him for a referral. Forced into a decision is never the right way to do business.

A few years ago I was having an issue with my hips. I had intended one surgeon to do the surgery. All of the sudden I had issues in my mind and I needed more discovery exposed. I decided my best avenue would be to talk to other professionals in the hospital industry. I talked to many nurses that referred a different surgeon than the one I had chosen. I decided to talk to this other surgeon. To my amazement I liked this surgeon better. I felt more comfortable; I trusted this person more and I respected the way that he did business. Price was not a concern. The reason I had insurance and he was in my network. You can bet if he was not in my network that we would have talked price and my ability to pay the

difference between in network and out of network. We had and have a relationship and one that is valued.

A few years later I required more surgery on a different portion of my body. Immediately I called the previous surgeon to ask for a referral. I was given a name and set up an appointment to talk. During our discovery time it was revealed that he was not in my network. Still no question of price though I found it necessary to know what the dollar amount that I will be required to pay and to see if I had the ability to come up with those dollars. I wanted this surgeon and I would come up with the dollars.

Yes price does come up with doctors however the value that the doctor or surgeon gives to me determines the choices that are made. Some people choose their doctors on their ability to pay, others on referrals, still others on the quality and skill of the doctor or surgeon.

We all know and understand that skill levels are not the same between the doctors and surgeons. This is the same with individual sales people where the skill level of the sales person and company are not equal. The perceived value must be recognized and given to the client. Do not allow price to interfere with the important aspects of you and your company and how you can help, guide and provide a solution that is viable to a client. Keep in mind that price is only one of many items that can stand in the way of a successful ownership exchange. Don't allow yourself to be caught in the trap playing the price card. When we live by price we die by the same price. Build loyalty that forces the client to think of you as the only person that can do away with their problems and immediately think of you.

It is time to stop acting like an emergency room surgeon or doctor and start acting like the doctor or surgeon that is chosen by the patient. Gathering the proper information and providing the best solution for the client. Discover what is important to the client and start delivering those items and enjoy a long lasting relationship that is held together with trust ,respect and comfort.