Overcoming barriers to acceptance



Concern
Confusion
Cost

Primary motivational forces in the brain:

- **Move away from discomfort**
- **Move towards comfort**

Maximize Comfort

Uncomfortable brains don't say yes!

The brain is constantly scanning for risk / threat so you need to remove any perception of this to stop it interfering with the patient going ahead.

Establish empathy
Show understanding of patient concerns.

Emphasise your experience and authority

Use the psychology of:

Social Proof
Explain how other patients have benefitted, share number of patients you have successfully treated, use personal testimonials and endorsements.

Authority
Emphasise your experience, number of procedures etc. We are hardwired to follow the advice of figures of authority / expertise so leverage this.

Suggested script: *"I understand how you FEEL, Many of my patients FELT the same way, Until they FOUND how safe and reliable the procedure is...."*

Maximize Clarity

Confused brains do not say yes!

Explain the procedure in simple language to increase the patient's feeling of certainty.
Emphasise a maximum of 3 key features.
Provide a maximum of 3 treatment options - if you confuse them, you lose them!

Maximize Value

When people make decisions they often consider the balance of cost vs return or price vs benefit– so demonstrate greater benefit / value from the procedure than the cost of the procedure.

Tap into the MOVE AWAY and MOVE TOWARDS motivational drivers:

- Emphasize negative frustrations (discomfort)
- Emphasize positive outcomes (comfort)

The more value that someone perceives they will receive, the more inclined they will be to pay a premium price.

Recommended reading

Robert Cialdini PhD
"Influence: The Psychology of Persuasion"
Available in Chinese, Dutch, English, French, German, Italian, Polish, Portugese, Russian, Spanish, Turkish

Simon Hazeldine MSc
"Neuro-Sell: How Neuroscience Can Power Your Sales Success"
Available in Bulgarian, Chinese, English, Italian, Korean, Portugese



Simon Hazeldine
simon@simonhazeldine.com

www.simonhazeldine.com

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