

Friday, March 10th

12:00-1:00pm: Onsite Training at Smart for Life Weight Loss Clinic: 3196 N Federal Highway, Boca Raton, FL 33432

ROOM 1

1:30-3:45pm: Business Owner Meeting

Dr. Lundahl

- How to lower overhead & increase profits
- How soon until you become profitable
- How to implement long-term business stability

3:45-4:00pm: Break

4:00-5:00pm: Business Owner Meeting

Dr. Moulavi

- The importance of owning a medical weight loss clinic
- Utilizing products & lipo laser as part of your weight management tools

5:00-6:00pm: Online Marketing

MaxEffect Marketing

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

ROOM 2

1:30-2:30pm: Front Desk & Medical Assistant Training

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

Amanda Scott

- Lifestyle Program
- Fast Track Program

3:45-4:00pm: Break

4:00-6:00pm: Counseling Training

Amanda Scott

- Fast Track Program Continued
- Quick Start Program

Saturday, March 11th

9:00-9:45am: Consultant Training

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

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

11:30-1:15am: Management Training

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

1:15-2:30pm: Lunch Break

2:30-4:45pm: Marketing Training

Dr. 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

4:45-5:00pm: Q+A Session

HHMC Team

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